Journal of
Afro-Asian
Studies

Democratic Arab Center

Journal of Afro-Asian Studies

The journal deals with the field of Afro-Asian strategic, political & economic Studies

Germany: Berlin 10315
Gensinger- Str: 112
http://democraticac.de

Registration number
VR.336 446.B

Journal Of Afro-Asian Studies

Journal of Afro-Asian Studies

Nationales ISSN-Zentrum für Deutschland
ISSN 2628-6475

Democratic Arab Center
For Strategic, Political & Economic Studies
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Scientific Publishing Fields	*The journal specializes in publishing scientific research in the fields of political and economic sciences (media and communication sciences, sociology, psychology, and educational sciences). Work is underway to open natural sciences departments.*
Standard Number	***ISSN (Online) 2628-6475***
Publishing Headquarters	*The Arab Democratic Center for Strategic, Political and Economic Studies: It is an independent institution that works within the framework of academic scientific research and political, legal, media and economic analyzes on international and regional affairs related to Arab reality in general.*
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The Introduction should include the following components: Introducing the topic, research questions, hypothesis or hypotheses, the importance of the study, the objectives of the study, the literature of the study (previous studies), the study curricula, the study axes. (Font style: Times New Roman size: 13 between lines: 1.5).
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Discours de Monsieur : Mohammed Latreche

Professeur au lycée des Frères Eddrief Mazouna

Ma mère… Ma terre.

C'est comme une tache de lait accrochée au cœur d'un enfant noir ou blanc, qu'une maman a laissé sur son passage furtif en embrassant le front de son amant, bercé de sa main de neige et une pincée de poussière de regret qu'elle cachait au fond de ses yeux.

Une tache de lait sur une page nocturne, une tache révélatrice à la plume de toute sa lumière silencieuse. En ce temps-là, on été tous des forgerons, On abattait le mot sur l'enclume, on créait des papillons immortels, des mots et des ails…

La plume a pu, sur le long rivage éternel pleurer le reste d'une humanité désossées par le sel et la foudre enragée des vagues d'encre en quête de bonheur introuvable. Elle a pu avant de rentrer à l'école dessiner des pêcheurs, des miettes de phoques, des rêves affamés et quelques sirènes abattues, fatigués par l'interminable chant d'une paix incertaine.

Une tache blanche qui ne cesse de faire fondre la banquise du nord, la vérité, congelée d'une planète cherchant abris pour elle et pour ses oiseaux, ses fleurs, ses pierres,…

Sauvons, ce lait, cet enfant, cette mère

The twenty-second issue of August 2024

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IPhone Digital Forensic Challans and Issues

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Abstract:

Nowadays mobile phone and other handheld devices are in all the places. iPhone is having high security when compared to other Smartphone like MI, Samsung, Nokia, etc. With the continued to increase iPhone, curre ntly come with a wide range of software application, new technologies, and OS (Operating System). Therefore it becomes complicated for a forensic researcher to inspect the (evidence) proof from an iPhone proper intelligence of forensic equipment and their features are mobile forensic analysis and different types of equipment for mobile forensics and the final section of the manuscript presents the exploratory results of the tool IMYFONE D-BACK.

Keywords: *mobile phone, iPhone, IMYFONE D-BACK, forensic.*

1. INTRODUCTION

"Digital forensics is a division of forensic science focused on recovery and analysis of artifacts found on digital devices. Any equipment that storing data (E.g. Macintosh, Macbook, iPhone, Flash drives, Micro SD cards or External Hard-Disks) are within the ambit of digital forensics" [15].

Today's Smartphones such as the Apple iPhones [17] and a bulk variety of smartphone [18] are compact forms of powerful computers with high work involving nearly a Multi-core CPUs, GB of storage, and improved communication facilities such as software assisted GPS. As new features and applications are integrated into Smartphone amount of data stored on the devices is always growing. Smart application business has twisted the Smartphone into handy data carriers, and they keep follow of almost all moves of the user. Prevalence of Smartphone in everyday lives had led to their popularity in daily crimes. Thus the digital information acquired from smart devices has become one of the prime sources of proof for investigating the problems pertained to data acquisition.

In this context, the term "Smart Devices" refers to a broad spectrum of devices which have communication facilities and storage facility for digital data. There are international guidelines for the acquisition and examination of smart devices that are primarily targeted towards the preservation and non-contamination of digital data in smart devices.

The best instance of Smartphone used as a terror missile to finish the crime is the Mumbai terrorist ambush in 2008 [20]. The terrorist has taken the full benefit of being a part of the Smartphone generation. They connected electronically through smartphones to each other and with their controllers at every stage of their operation. This attack is not the first time that Smartphone are used, but the way they were performed is important and revealing. In

such cases, a large amount of data can be extracted and used as forensic proof from these devices. The mobile devices evolved at an explosive rate. There are many hardware and software components used in this industry. The data quantities which can be stored on modern mobile devices are enormous. Application specific data may be stored on mobile devices. The investigation method and tool used to communicate with the mobile device can often invalidate the proof in court because it can affect the integrity and repeatability of the proof [5]. Forensically sound is the terms used to approve the use of specific forensic technology or methodology in the digital forensic circles.

The fundamental concept of sound forensic examination of digital proof is that the original proof is not altered. With mobile devices, this is extremely difficult. Most forensics required a duplex channel of communication with the mobile device and therefore the device cannot be protected against writing during forensic acquisition. Other methods of acquiring proof may include replacing the bootloader software on the mobile device or replacing a chip to facilitate access to proof.

When changing the device, the process and the resulting change need to be validated and documented. As with any collection of proof, failure to follow the proper procedure during the examination may lead to the loss or damage to proof or make it as inadmissible in court. All these challenges makes difficult to use digital forensic analysis tools on mobile devices. It should be noted that ISO 27037 specification "Detection, collection and/or acquisition and preservation guidelines for digital evidence" (2012) defines methods and techniques accepted in many jurisdictions in digital forensics [12].

2. SMARTDEVICES & PROOF PRESERVATION

The collection of proof at the crime site shall include the preservation of the state of the devices:

1. A switched ON device must be kept on
2. It must be protected from external WiFi signals while maintaining the state of the WiFi status of the phone.
3. It should be isolated from telecommunication signals (like 4G, LTE, etc.)
4. GPS signals must be isolated.
5. IT battery should be charged (preferably at the same level of the battery)

If a mobile device on a crime site is not isolated from all such factors listed above, it will become very easy for the attacker to gain access to the device and lock or destroy all proof in it. This is usually done the facilities provided by the iphone, such as iOS from Apple. Figure 1 Shows how easy it is for the owner (the criminal in this case) to remotely locate, access, lock, and delete a typical iPhone.

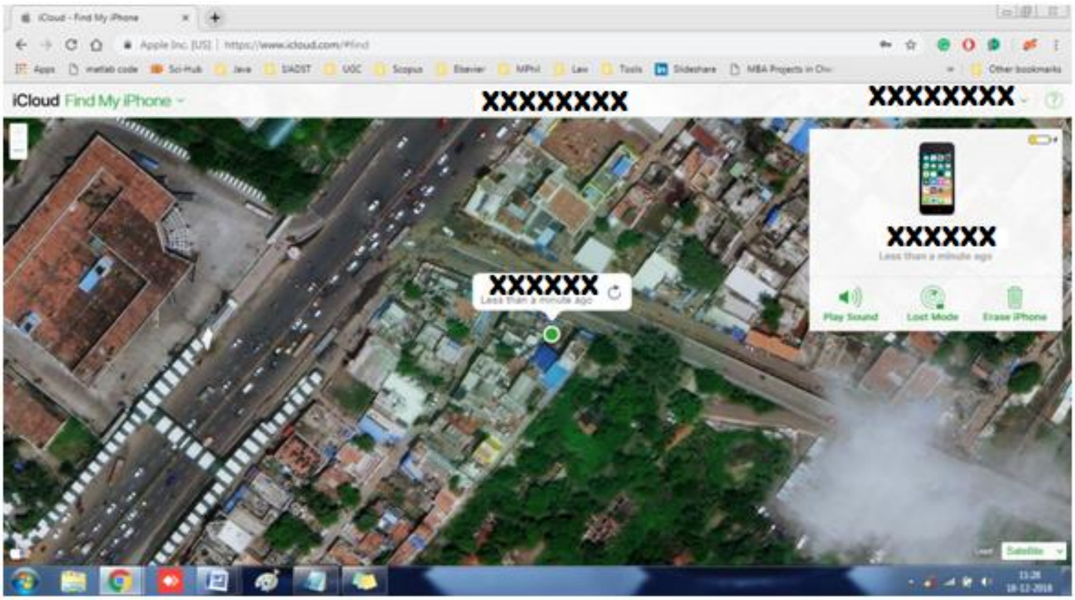

Fig 1: Remotely Track and erase iPhone with iCloud

3. WORKFLOW

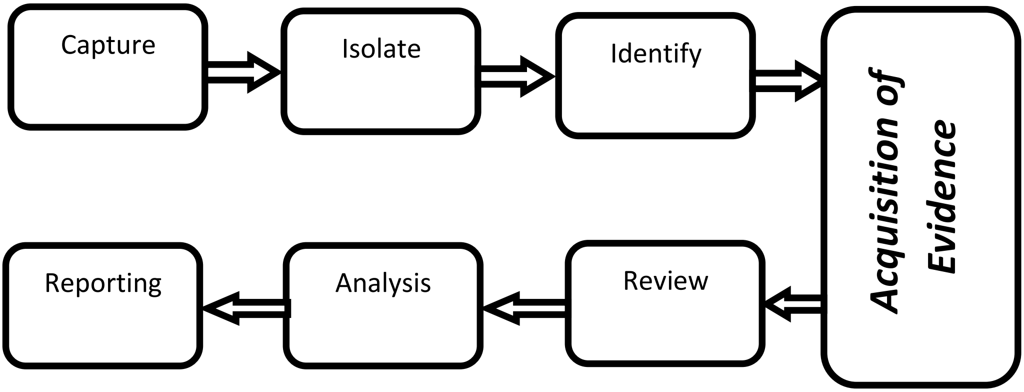

Fig 2: Workflow of mobile forensics

The digital forensic of iPhone process (Based on the Figure 2) can be divided into several categories,

3.1. CAPTURE, ISOLATE AND IDENTIFY

At the time of the seizure, it is important to document with photos the various mobile state information –including not to the current (on or off) and the locking status, presence or absence of Memory Cards, etc. All hardware and software accessories including cables, chargers, subscriber identity module (SIM) card data, personal identification number (PIN) hints or passwords are collected as well. As already shown, it is essential to protect the device from communicating with external agencies-including phone calls (but not limited to), short message service (SMS), Wireless Fidelity (WiFi), Bluetooth and Global Positioning System (GPS).

During the collection of proof, a phone call or SMS or an email may overwrite the previous ones. An iPhone which can be accessed via the internet can easily be remotely wiped. Thus, the following equipment, such as a faraday bag and/or radio jammer, must be used to prevent all electromagnetic communication with the device. Phone features such as “Airplane mode” can also be used many times to prevent radio communications to foreign countries. Functions such as “stay awake” can also be used to keep the iPhone unlocked (display turned on).

3.2. ACQUISITION OF PROOF

Data extraction from SIM requires hardware tools such as PC/SC Reader that acquires GSM 11.11 data on the device’s internal memory (E.g. a Memory Chip) can be copied bit by bit from a whole physical store. This allows the deleted files and any remaining data to be examined, which would otherwise not be accounted for. The other copying method for logical entities such as files and directories may prove to be a simpler method during the examination. There are various software tools for extracting data from the memory.

Specialized forensic software products can be automated or generic file viewers, like hex editors, are available. Some specialist tool includes access the data for memory image analysis. Since one tool cannot extract all the information, it is often recommended that two or more tools be used. When the acquisition becomes more forensically sound, tools become more costly, analyses are longer and tools require more training.

3.3. REVIEW, ANALYSIS AND REPORTING

1. **Logical acquisition:** A bitwise copy of logical storage objects such as directories and logical storage files (E.g. A partition of the file system).

2. **Manual acquisition:** This method uses the mobile User Interface (UI) to scan the contents of the iPhone's memory.
3. **Metadata acquisition of the system file:** When user data is organized in a database, it is called META data. Such META databases may provide valuable information on the use of the device; E.g. Call is a simple SQLite database file
4. in iOS.
5. **Physical acquisition:** It is the binary dump of the entire file system. This may contain information on existing or deleted system file objects.
6. **Acquisition of brute:** it is used to extract passwords or PINs. Brute force tools are connected data as a password or PIN until successful. It takes time but often depends on the complexity of the original password or PIN.

On iPhone's, the acquisition of proof is greatly simplified once the IMYFONE D-(IMDB) with iTunes is enabled. This option is probably the best tool for the forensic surveyor when extracting data from an iOS, without affecting or altering the telephone status. You can find this option in settings development of nearly all iPhones.

iOS software development kit (ISDK) includes [19] this powerful IMDB tool to communicate via USB and WiFi with the IMDB-enabled iPhone. Most of the above information can be accessed from the desktop of the investigator using IMDB. Please note that 99 percent of IMDB's Features can be used to access the iphone without root, making IMDB one of the best tools for collecting and analyzing iPhone forensic as shown in Figure 3a, 3b.

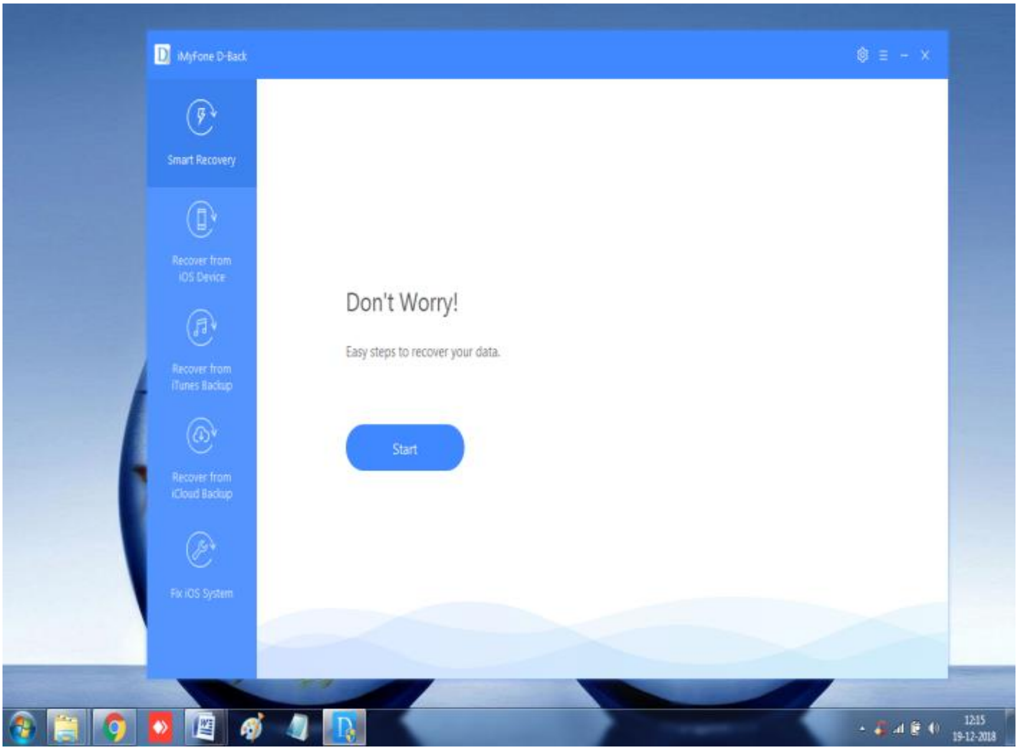

Fig 3a: User Interface of IMDB

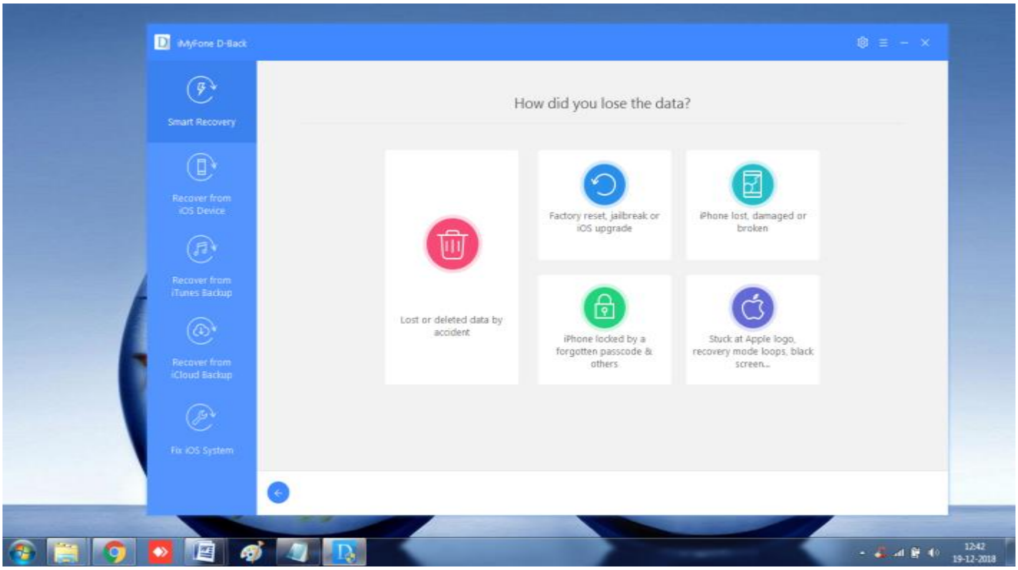

Fig 3b: Recover options in IMDB

FEATURES IN IMDB

IMDB is the best tool for forensic analysis.

1. Recover from iOS device

This mode can be used to recover the recently deleted data from the iOS devices Via USB device as shown in Figure 4.

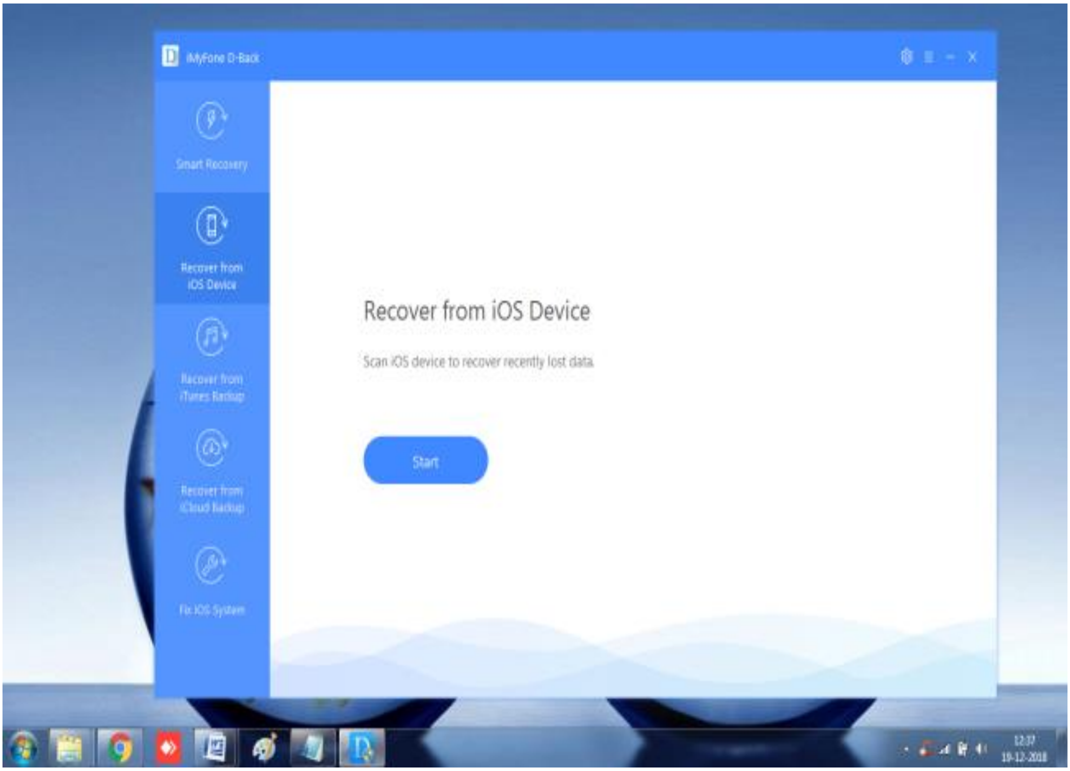

Fig 4: Recover data from iOS device in IMDB

2. Recover from iTunes backup

This mode can be used to recover the recently deleted data from the iTunes via cloud with high probability as shown in Figure 5.

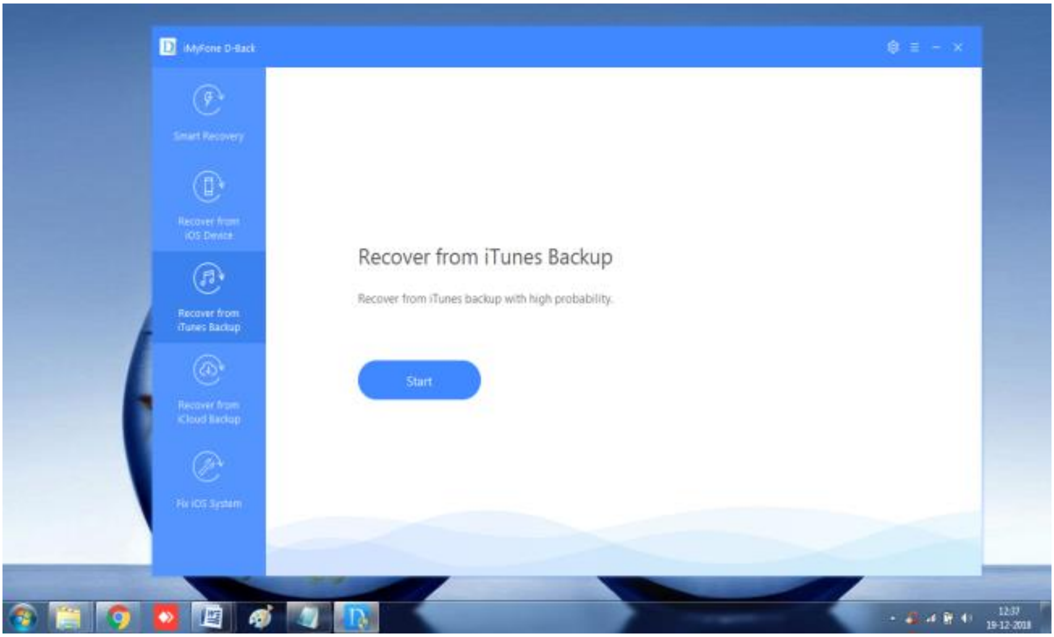

Fig 5: Recover data from iTunes in IMDB

3. Recover from iCloud backup

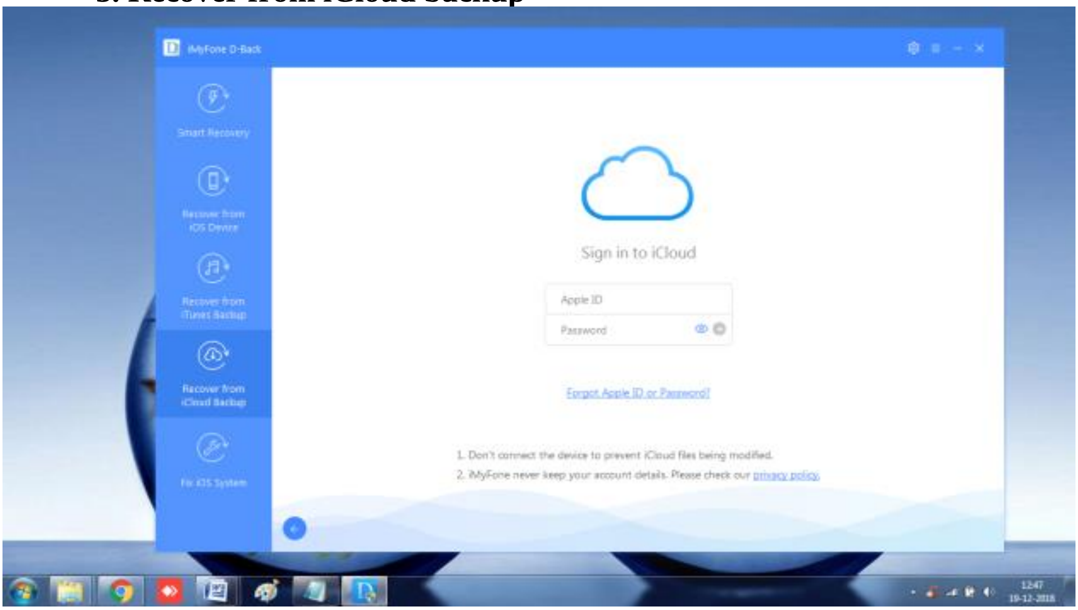

Fig 6: Recover data from iCloud in IMDB

7. FIX iOS SYSTEM

Fix various iOS issues & get your devices to normal with the help of IMDB as shown in Figure 7.

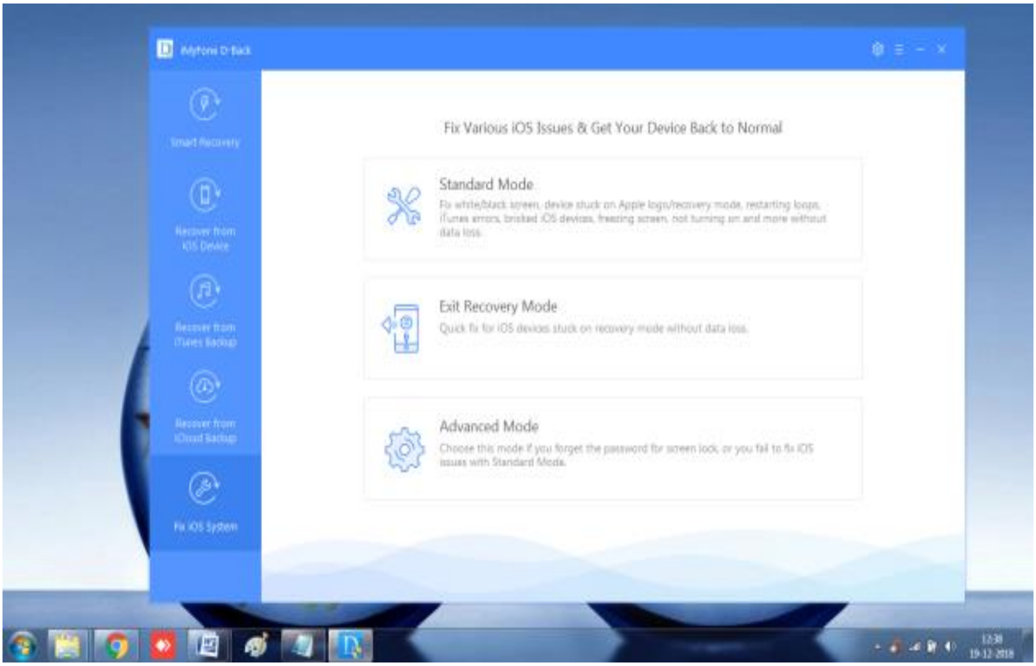

Fig 7: Fix iOS device issues in IMDB

ii. Standard mode

Fix the white/black screen, device stuck on apple logo/recovery mode, restarting loops, iTunes errors, bricked iOS devices, freezing screen, not turning on and more without data loss.

ii. Exit recovery mode

Quick fix iOS mode if you forgot the password for screen lock, or you fail to fix iOS issues with standard mode.

iii. Advanced mode

Choose this mode if you forgot the password for screen lock, or you fail to fix iOS issues with standard mode.

RESULT AND ANALYSIS

Once proof is acquired (as described above in many forms), the following are the most common logical entities which are the potential proof source in a mobile device. i.e. These are the possible logical entities to be investigated in a mobile device as shown in Figure 7a, Figure 7b, Figure 7c, Figure 7d, figure 7e, Figure 7f, Figure 7g, Figure 7h, Figure 7i, Figure 7j, Figure 7k, Figure 7l, Figure 7m, Figure 7n.

❖ Message	❖ Call history	❖ Contact	❖ Whatsapp
❖ Wechat, qq viber, kik	❖ Skype	❖ Line	❖ Photo
❖ Video	❖ App photo	❖ App video	❖ Note
❖ Voice memo	❖ Safari bookmark	❖ Calendar & reminder	❖ Safari history

Two types of forensic investigations are possible with the proof data.

1. A crime has already taken place and the identity of the criminal (E.g. hacking incident) is unknown.
2. The crime and the criminal are both known (E.g. child pornography investigation).

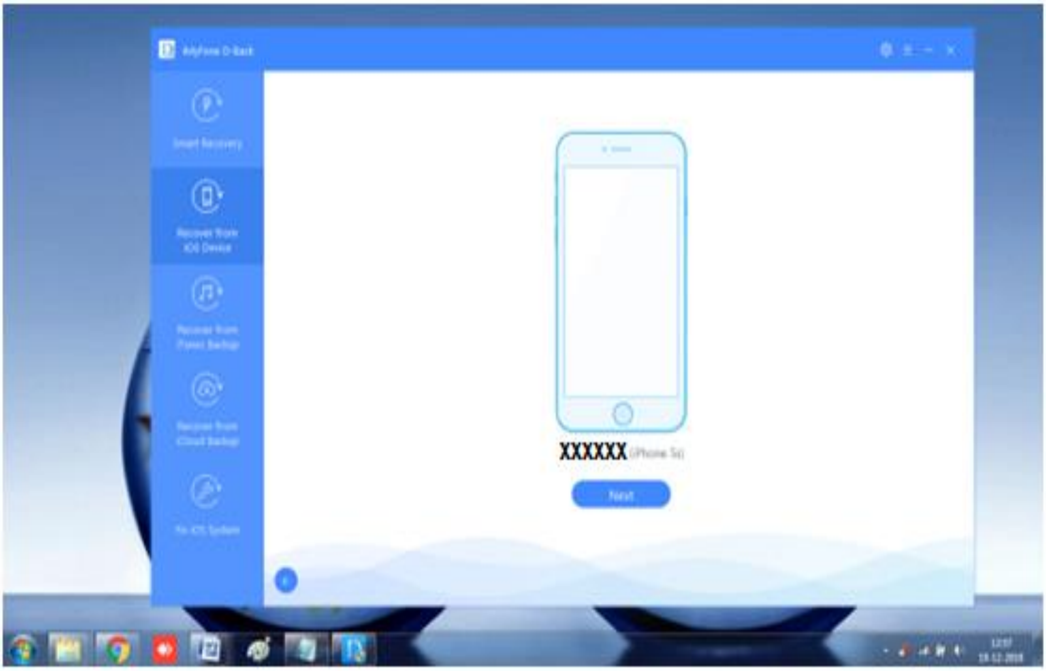

Fig 7a: Connecting iPhone in IMDB

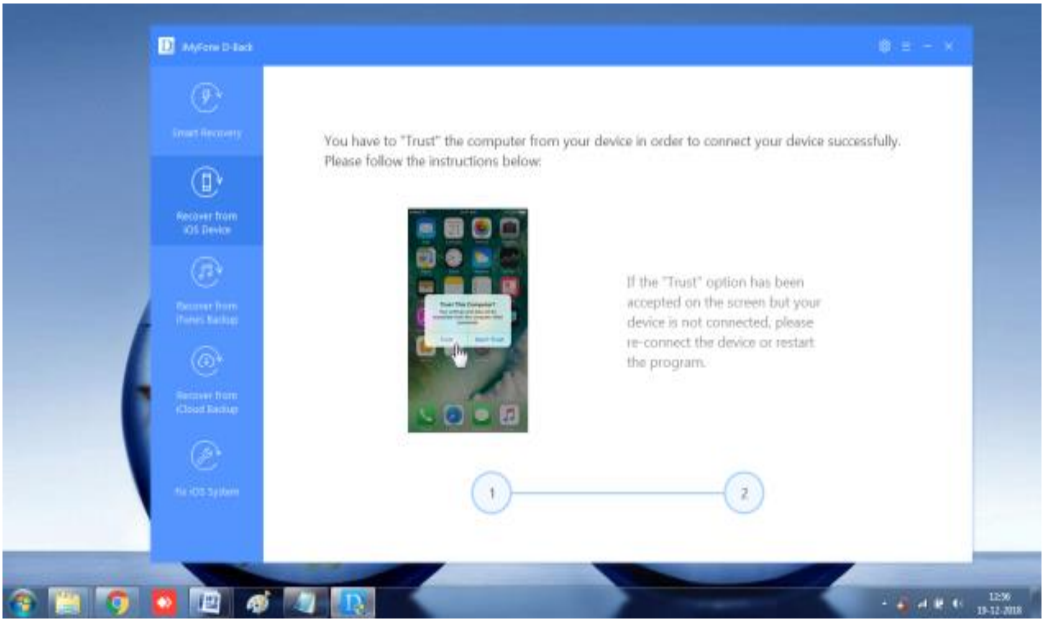

Fig 7b: Establishing Connection between iPhone & IMDB

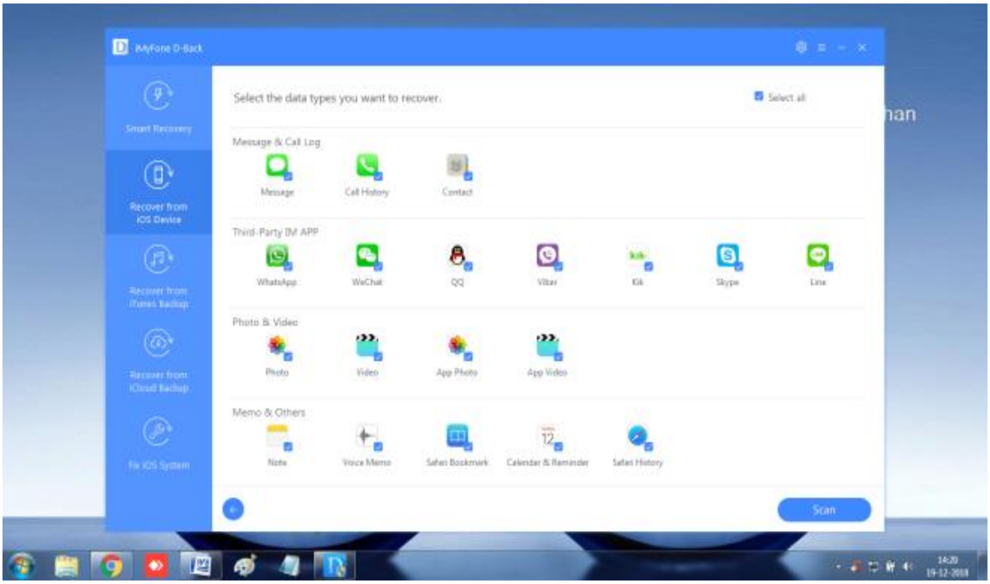

Fig 7c: Recoverable data's from iPhone 5s

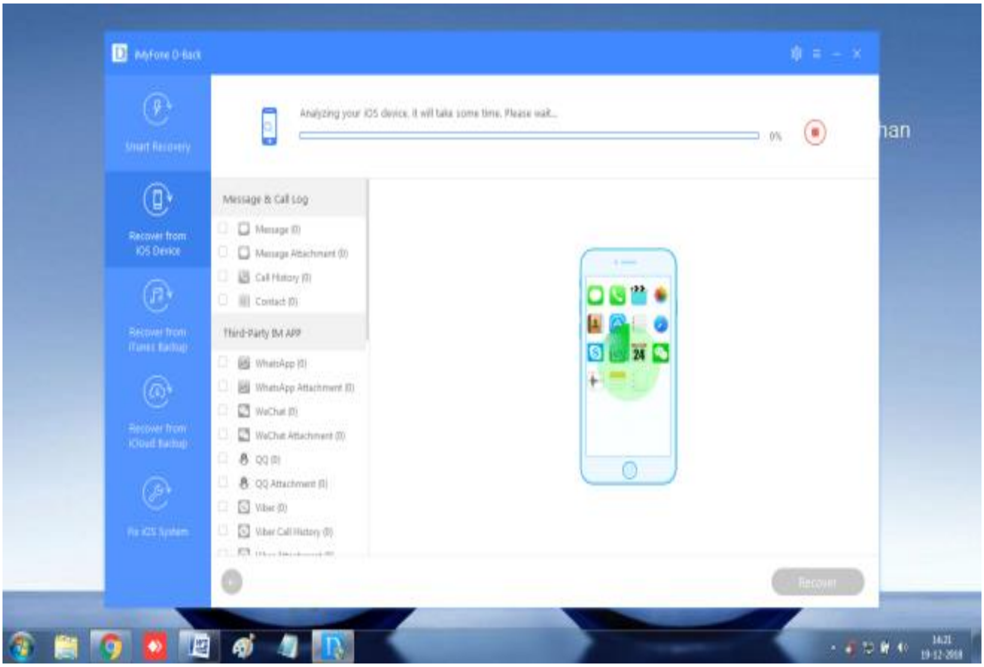

Fig 7d: Data recovering from iPhone

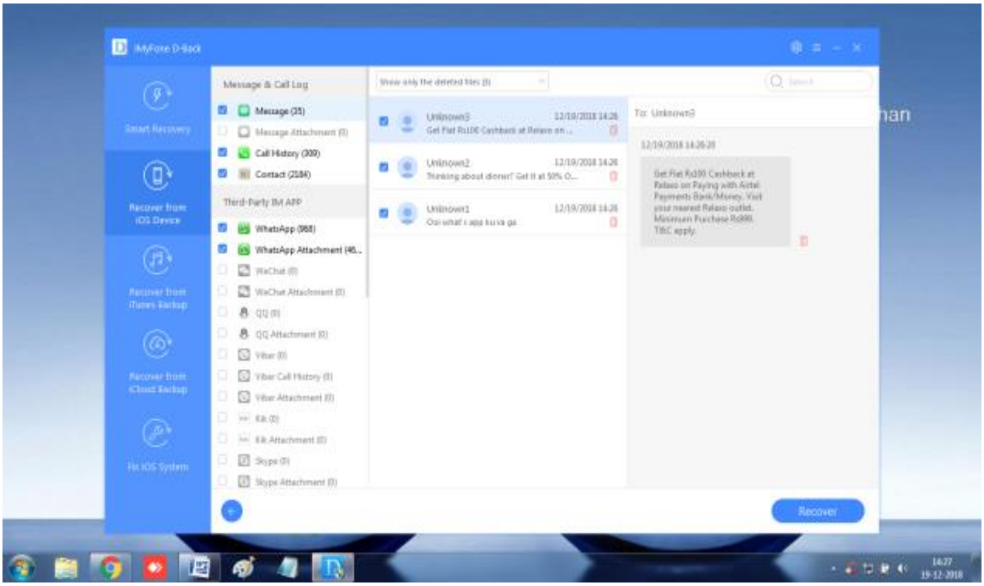

Fig 7e: Message history

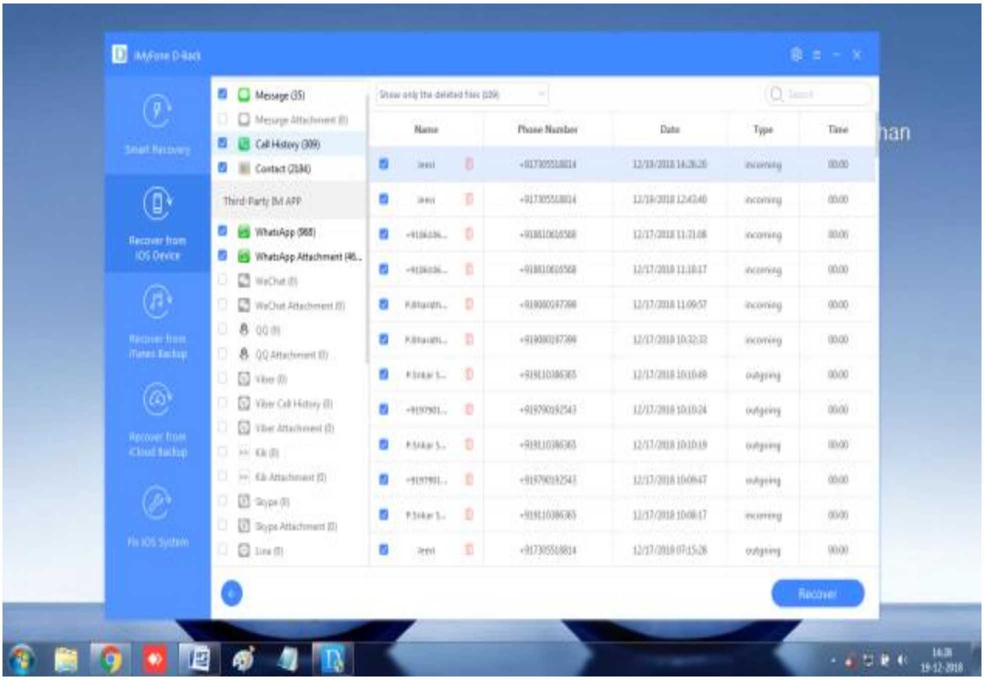

Fig 7f: Call history

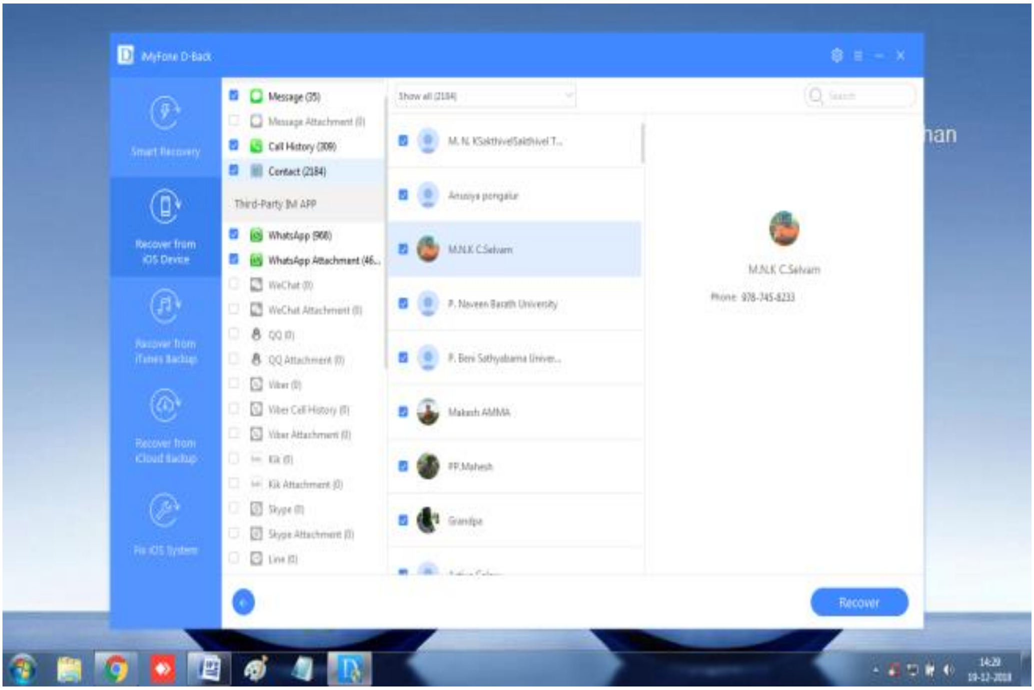

Fig 7g: Available Contacts

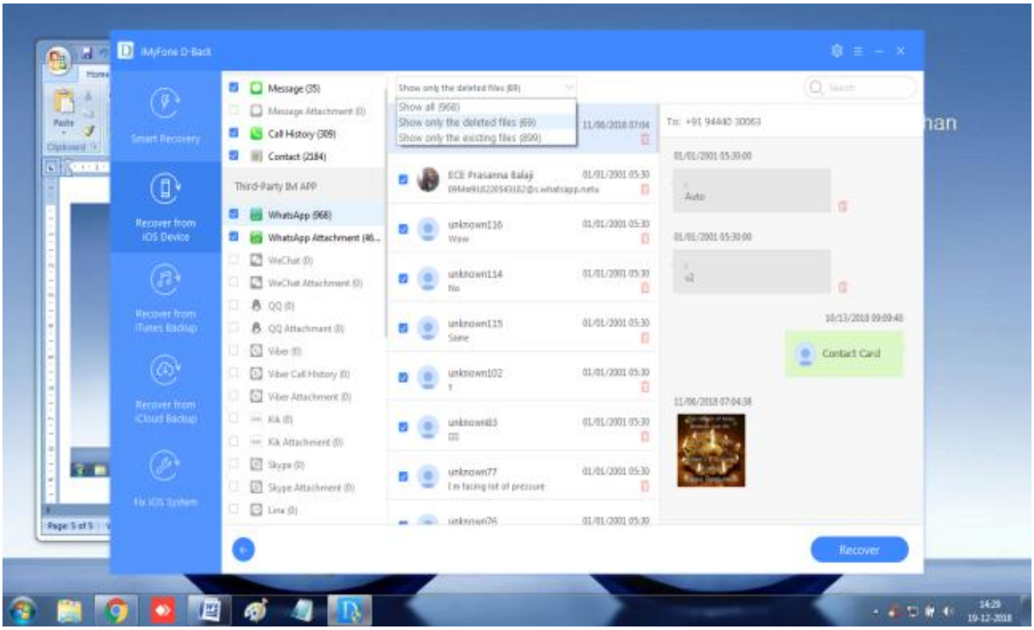

Fig 7h: Whatsapp Message

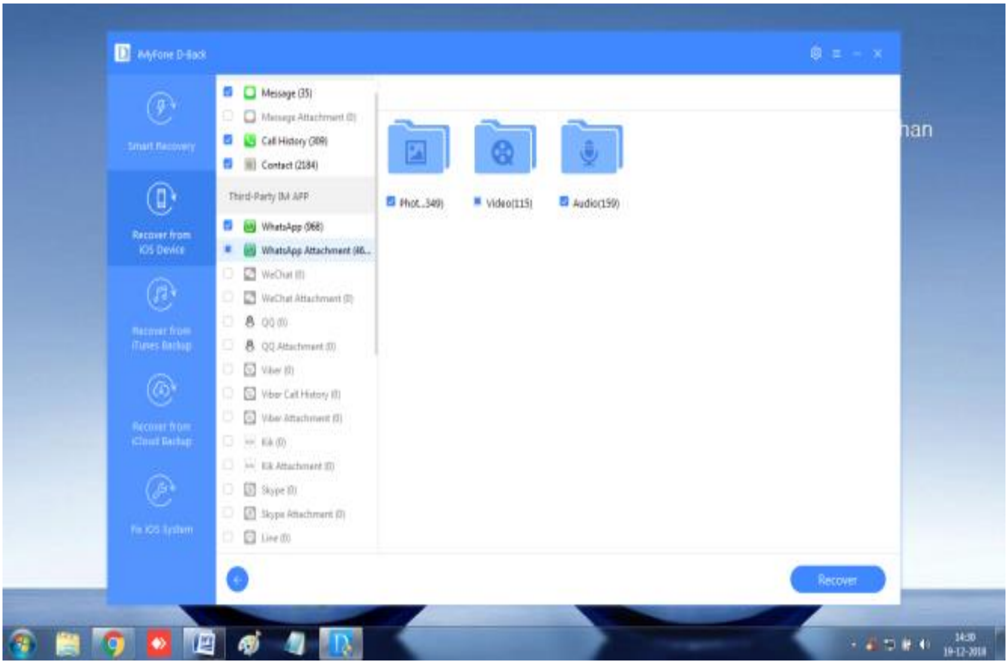

Fig 7i: Whatsapp Attachments

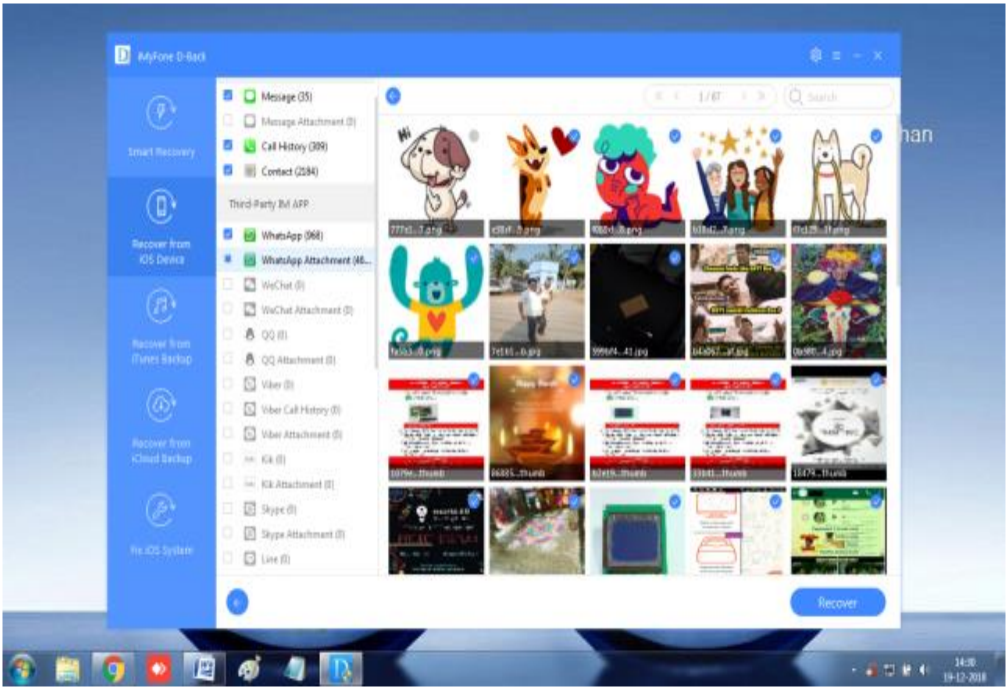

Fig 7j: Available & Deleted Whatsapp attachment Photos

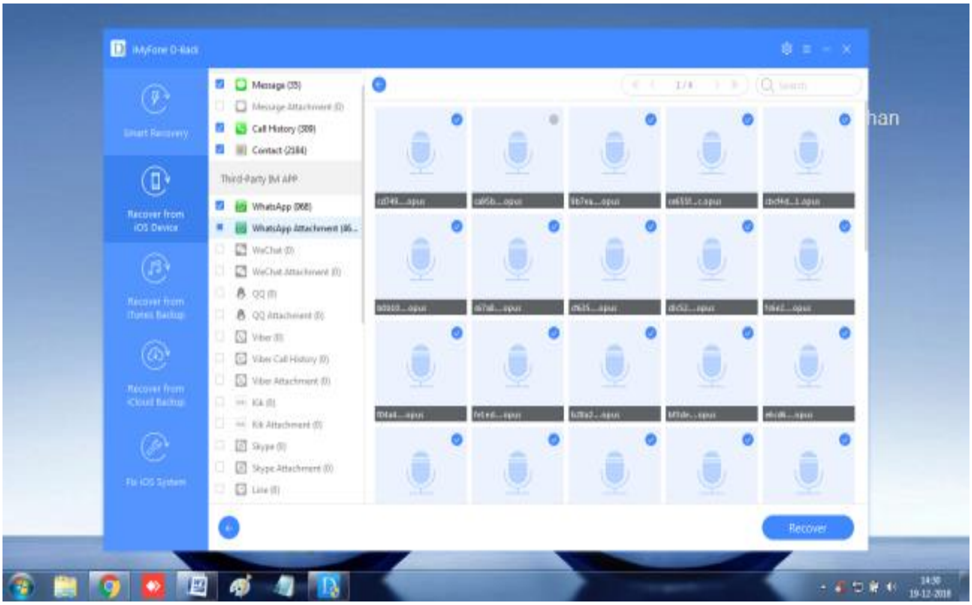

Fig 7k: Available & Deleted Whatsapp attachment Videos

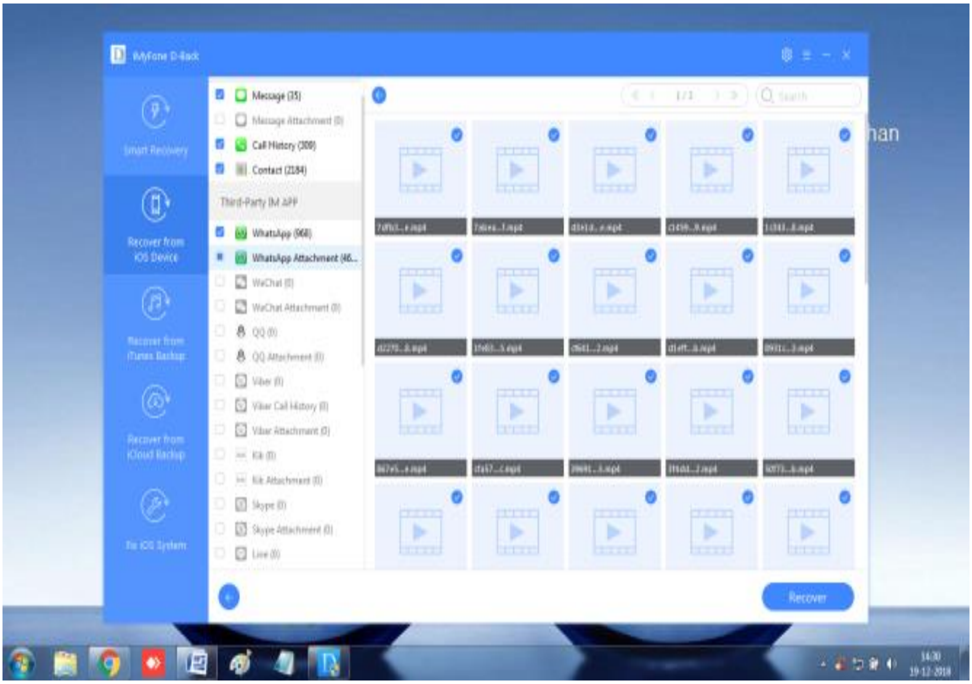

Fig 7l: Available & Deleted Whatsapp attachment Audios

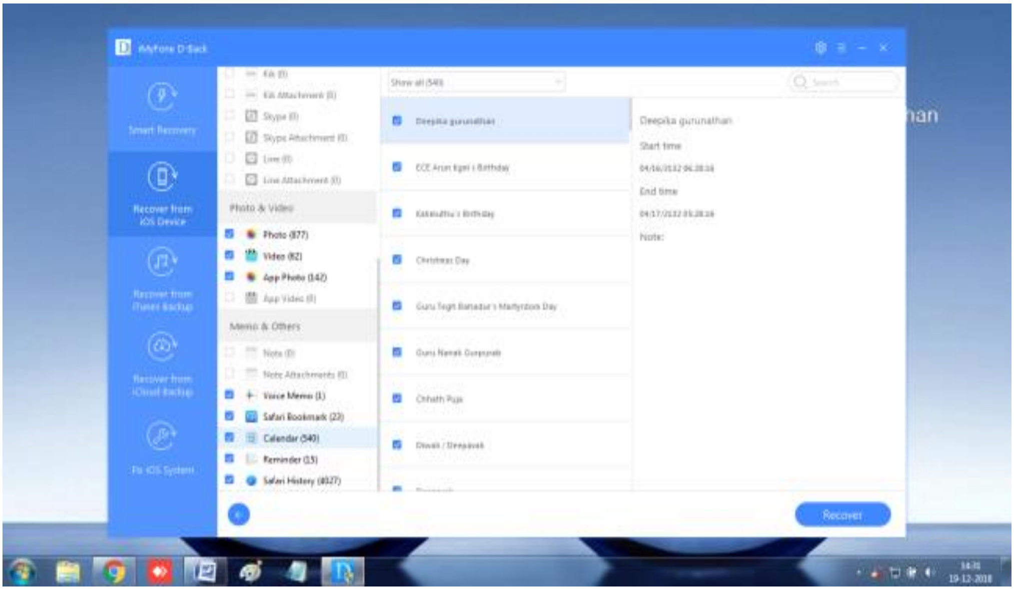

Fig 7m: Available and deleted Calendar details

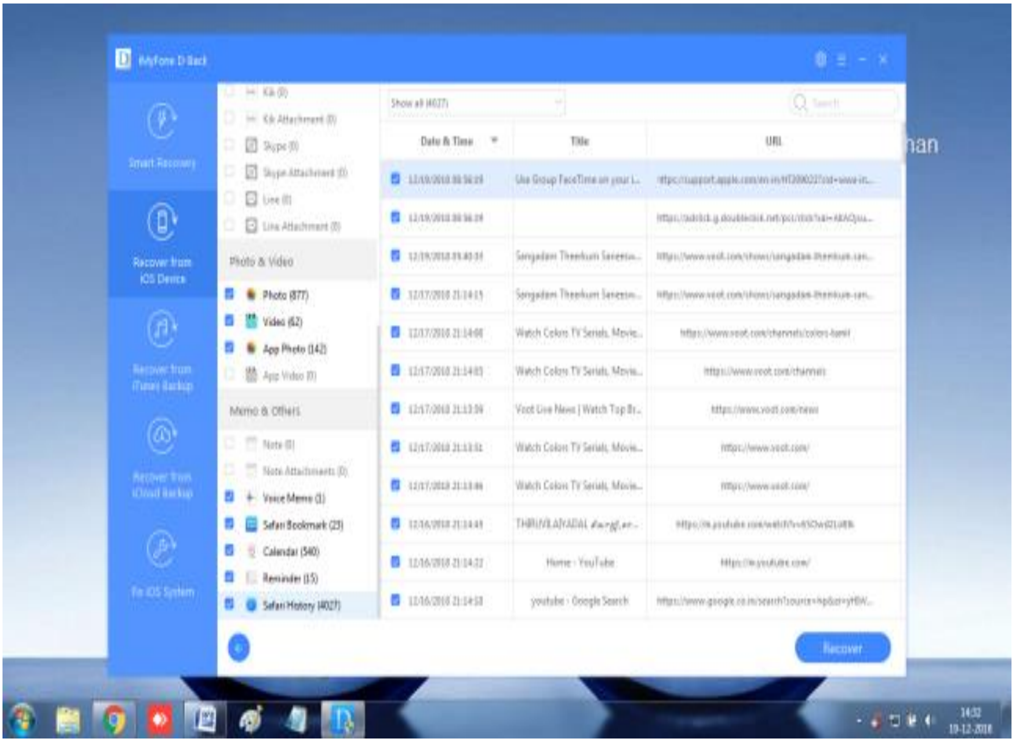

Fig 7n: Safari history

Prepared against the background of the incident and the proof collected [6], the forensic expert can pursue the following goals:

1. Who all are involved: collect information of the people involved in crime.
2. What is the nature of the events?
3. When did the crime-related events occur?
4. Why did the delinquent commit the offense?
5. What are the tools and methods used by offenders to carry out the offense?

CONCLUSION

Mobile forensic is the digital forensic branch that acquires and analyses mobile devices to detect and retrieve digital proof. We have studied forensic literatures using iPhone and identified the methods and studies carried out in this field, regardless of the types of the system used and the few tools already in common use. In this paper, we identified the mobile forensic workflow and the methods for acquiring and documenting proof for future use.

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School health education

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Abstract :

Health education means modifying the behavior, attitudes, and habits of individuals with regard to the health aspect of their lives, by providing them with the necessary information to follow modern health methods, and introducing them to wrong habits and behaviors that negatively affect public health, and the responsibility for maintaining which falls on the shoulders of every individual in society. It is one of the basic rights affirmed by international conventions, and therefore societal institutions, especially schools, must bear their responsibility in maintaining the comprehensive health of students, and adopt caring methods, as school health is considered a set of concepts, principles, and services that are provided in order to enhance the health of students and the health of society. Through schools, therefore, the main goal is to improve and preserve the health of the student and raise his level of education. Therefore, many researchers and those interested in this aspect have devoted themselves to studying it and studying the most important difficulties facing health education, especially school ones in our current era, and one of those studies is this study that aims to identify On the reality of school health education within the framework of raising community health awareness in the face of health crises and pandemics, which demonstrated the importance of school health education in the lives of our students, which reflects positively on the entire society.

Keywords: *education - health – school*

. The introduction:

In view of the great impact that human health has on the advancement and progress of society, societies have given this aspect much care and attention, and have taken education as their tool for this, whether at the level of individuals by educating them and acquiring them healthy principles and habits, or at the level of groups by raising their culture through awareness programmers. And scientific conferences, and since educational curricula are the school's means of achieving educational goals, the school's role in confronting health problems can only be achieved through those educational curricula (Salem, 2008), Health education is an important part of the educational process through which raising awareness is achieved.

Therefore, the school is one of the community institutions that bears the greatest burden in developing its members' awareness of the necessary health experiences and knowledge to help them adopt healthy healthy behaviors from a young age. This will not be possible except with the combined efforts of all those responsible for the educational educational process, including teachers, administrative bodies, And school health doctors (Al-Qass, 2016), and in response to the recommendations of international conferences, efforts in all Arab countries have been directed to the necessity of including health concepts in the components of curricula and textbooks, based on the nature of health education as a way to implement the goal of human protection, and because it is not a separate branch of Sciences, or an independent study subject, but it should be implemented in accordance with the principle of integrated, lifelong education (Aslim, 2010), Health education is the effective means to achieve these purposes, and work to improve the health of individuals, and health education in its modern concept is an educational process through which it is achieved to

raise the health awareness of the individual. By providing him with information and experiences with the intention of influencing his knowledge, inclinations, and behavior in terms of his health, and the health of the community in which he lives, in order to help him lead a healthy life (William, JH and Abennathy, 1959), When looking at health education within the framework of education, it means the educational learning process in which it is used. Systematic educational methods through which students are provided with knowledge, facts, concepts, and health behaviors, which contributes to modifying and developing their behaviors to be consistent with the correct trends of society (Al-Barakani, 2014),

Therefore, all countries of the world began to include school health and its various programs within their educational systems, in order to provide health care. Both aspects of public health, and protecting students from diseases, especially infectious ones, in light of their presence in large human complexes, and in small spatial areas, especially after institutions and international organizations such as the World Health Organization and UNESCO gave most of their attention to school health and approved departments, cadres, and huge budgets for this (Hawari, 2020), especially when these institutions adopted slogans such as “Health for All” and “Education for All.” School leadership is one of the most important pillars upon which the success of health programs in schools depends. It has many tasks and faces many challenges that it must overcome. In order to make these programs successful, and to fulfill their role and achieve their goals, they undertake administrative processes that include planning, directing, and coordinating the efforts of teachers, administrators, health teams and their committees to carry out their work in the best way (Al-Salmi and Hussein, 2021), Therefore, health is considered a strong support for effective education, as it was previously said that a

healthy mind resides in a healthy body, and since schools constitute the largest gathering of people and within sensitive age groups, and need continuous awareness and education in all fields, especially health ones, and because these age groups belong to a large number Of the families that constitute the nucleus of society, any health defect that may affect them may constitute a national danger that threatens public health, and from here we note that these programs are not only concerned with education, but go beyond it to providing health care, and also show a strong correlation between health and educational attainment, when The student is exposed to health symptoms that force him to miss school, and his condition may worsen, which forces him to stop learning, causing failure and a decline in the level of achievement (Steven, et, al, 2015), Educational systems believe that one of their tasks and goals is to protect young people from social evils, such as drug addiction, And alcohol and smoke, which is consistent with the visions of health care programs that call for the combined efforts of educators and health care specialists with school administrations to hold training workshops and awareness lectures to prevent students from falling into the trap of these diseases that exhaust them health-wise, and exhaust their families, society, and state budgets in the cost of hospitalization. And recovering from it in the future (Fadda, 2012), as the school is a small nucleus of society. Rather, they are complete mini-communities consisting of groups that vary in age, behavior, societal backgrounds, and interests. Therefore, any effort to keep society healthy and healthy must begin with the family and society, and because each A student is an ambassador for his family in the school. He is necessarily influential and affected by everything that happens inside the school, especially since the majority of the age groups in schools are teenagers, and they are the age groups most exposed to health symptoms as they go through rapid physical and psychological changes on the one hand, and on

the other hand, these... The group is exposed to social problems such as drugs, smoking, etc. (Saliha, 2016).

Health education concepts:

Health education is defined as the means of ensuring the intelligent and correct use of health information, that is, the ability to use the information and place value and meaning on it (Hawaj, et, al, 2006, p: 3), Accordingly, health education is one of the most important areas of modern public health, and is considered an essential part of any public health program. Health education is not considered an improvisational process, but rather has become an artistic process with its own educational foundations and principles (Salama, 2001), Researchers and specialists have dealt with health education with several definitions, and despite the differences in dealing with the definition of health education, they agreed on some of them, such as what was stated in the education dictionary, where Health education is defined as: curricular courses related to the study of growth leading to physical and mental health and includes topics such as nutrition, health, smoking, drugs, and sex (Zahran, 2009, p: 1), However, in Youssef Kammash's book, he defined health education as a phrase About the process of translating known health facts into healthy behavioral patterns at the individual and societal levels, using modern educational methods (Kamash, 2009, p: 33), Khaled Walid Al-Saboul also adds to us a definition of health education specifically for children, which is as follows: It is dealing with Children with behavior and feelings consistent with their age, taking into account their needs, and teaching them how to protect themselves from problems, diseases, and dangers while providing the necessary tools to achieve comfort, both physical and psychological (Al-Saboul, 2005, p: 20), Both Salwa Othman Al-Siddiqi and Al-Sayyid Ramadan agree in Their book, Public Health and Health Education, is that it is the process that provides

members of society with information, trends, experiences, and healthy health practices, and it may be a process of changing thoughts and behaviors related to health and thus the process of teaching individuals to protect themselves from health problems and diseases (Al-Siddiqi, et, al, 2004, p: 55).

Principles of health education:

School health must be based on the principles of health education, which Al-Amin (2004) mentioned as follows:

Health education is a shared responsibility between the school, home, and society. Health education succeeds in school if it receives the attention of school administrations. An individual's personal health depends on hereditary and acquired factors. Teaching health education programs must be part of the school curriculum.

The importance of school health:

The importance of school health education arises from the premise that health is the most valuable thing a person possesses, and without it, a person is not able to carry out his responsibilities and duties. Therefore, health education is the means through which the student is made aware from a young age of everything that helps him maintain this health through what is presented. Through its programs, he acquires health knowledge, and the health attitudes and values he acquires that ultimately lead him to acquire sound health behavior (Ahmed, 2009, p: 11), and the student's acquisition of healthy behaviors through school health education makes him an influential element capable of influencing his family. And his community, which helps in spreading health awareness in society, especially since school students, especially in the basic education stage, represent a large segment of the population, and children at this age stage represent an important percentage of society, amounting to approximately a quarter of the population, and

therefore modern education focuses on education Health is a means to achieve education goals, and this requires that these students be in good health so that they can exert effort and mental and physical activity (Al-Amin, et, al, 2004, p: 17), The many health problems, problems and bad nutritional habits that students face in their school years, and the lack of Their ability to reach appropriate solutions to them, and their need for someone to guide them to appropriate solutions, calls for attention to health education among members of this group, to make them aware of the necessity of taking care of their health, paying attention to their food, and personal hygiene, and making them aware that their health is their responsibility in the first place before it is the responsibility of the government. And health authorities (rainey hubbard, j, b, 2007, p:332), The importance of school health education is also highlighted through the opportunities it provides during the study period to influence students and their families, provide them with information and accustom them to healthy behavior. It also provides the opportunity to train students on behaviors related to Life in general and health in particular, and students often need an educational climate that helps in acquiring healthy habits and modifying unhealthy behaviors. School health education also has an important role in the sound physical, psychological, and mental development of the learner. Paying attention to the psychological and physical aspect of the learner represents one of the most important elements influencing The growth of the learner, and through health education it is possible to positively influence the health behaviors and attitudes of community members (Muhammad, 2009, p: 16), School health education is also considered extremely important because of the close connection between education and health education among students, so the possibilities for effective learning are Greater for healthy students; Children who attend school also have a better opportunity to enjoy

a healthy upbringing and good health structure, are more likely to achieve better learning outcomes, and teachers and school staff can practice an effective model of achieving healthy education in school for their own benefit, as well as for the ultimate benefit of the students (Lawrence Leger, et, al, 2009, p: 2).

Aspects of school health education:

Al-Rasheed (2003) pointed out that among the aspects of school health education is helping the student to develop healthy behavior based on scientific theories, ideas, and skills related to health information and sound health tests, which lead to improving his physical, psychological, social, and mental aspects, as is proven. Most of the negative behavior that affects health in old age is formed by individuals in the stages of childhood and youth in order to obtain better results that support the individual's application of health information and making the right decision regarding his health and the health of others, whether now or in the future (Al-Rasheed, 2003). Therefore, among the aspects of School health education prepares students to make the right decision regarding their health, the health of their families, and the health of society in general. In order to achieve this goal, they must be provided with health education from the preliminary stage of their education to the secondary stage, with a focus on making these students practice school health education activities on their own. And understanding these activities and their importance for them and others. In this context, Binder and Soroshin pointed out that aspects of school health education are determined in preparing healthy students who help in the competitive and economic capacity of their country, as they become efficient producers, their periods of absence due to illness are reduced, and they adopt preventive behaviors, thus reducing spending on treatment. The costs of health and treatment insurance are reduced, and it also aims to address some of the

problems and diseases resulting from the lack of health awareness of students and address the spread of wrong health behaviors, which leads to preventing the spread of many diseases and confronting their transmission between different groups of society (Bender & Sorochens, H, J, 2007), Aspects of school health education include helping students understand ideas related to health and disease, the ability to obtain health information, products, and services, the ability to improve health behavior, reduce health risks, and the ability to analyze the influence of culture, media, and technology, Or any other factors on health, the ability to use interpersonal communication skills to improve health, the ability to set goals, and implement decision-making skills regarding one's health, and the ability to promote personal and public health to society in general (Jamil Al-Rasheed, 2003) Among the aspects of school health education is confronting and preventing endemic diseases such as schistosomiasis, hookworm, dysentery, malnutrition, eye diseases, hepatitis, and other diseases whose spread is due to weak interest in school health education and to the lack of development of health awareness among students from childhood, and to Weakness in confronting customs, trends and wrong behaviors spread among people, especially in the countryside, regarding health issues, agricultural work habits, incorrect uses of some materials, agricultural pesticides, the spread of illiteracy, and misconceptions about diseases, their causes and treatment (Hakim, 2015, p: 14), and (Masalha) points out (2004, p: 25) indicated that the aspects of school health education boil down to working on planning a set of educational experiences that include knowledge, facts, and health concepts that lead to students acquiring healthy healthy behaviors, and providing students with behaviors, health skills, and changing behaviors, and skills that are supposed to be harmful to health. Developing sound health attitudes towards health issues related to the individual and society, and

working to spread health awareness among students to take responsibility towards themselves and towards society, as indicated (The Health and Physical Education Teacher's Guide in the Emirates, 2009-2010, p: 11) indicated that among the aspects of education School health care provides students with the basic life skills to adopt a healthy, active lifestyle, the responsibility for decision-making to face future challenges, improve health-related physical abilities to prevent sedentary diseases, provide students with the knowledge and information necessary to choose healthy foods, and spread physical and sports culture in an educational manner that suits the students' abilities. Improving motivation towards practicing physical activity, adopting a more active and lively lifestyle in free time, developing and developing mental abilities, developing the personal traits of students in a balanced manner, and teaching students how to plan physical activities according to their abilities to develop and develop health-related physical fitness, and how to evaluate their physical fitness, Contributing to enhancing the mental health of students by engaging in physical movement activities with groups and friends, which is an important element for the social development of the individual.

The role of the school in supporting aspects of school health education:

The important role of the school is evident in early detection of any health changes appearing in students, and discovering signs of illness and health problems among students. The teacher is the first to discover symptoms of illness in students and assist in conducting comprehensive periodic medical examination of students by recording his observations of his students in the health card. And communicating about it with the health visitor or doctor and the guardian (Fikri, 2016, p: 199), The role of the teacher also

contributes to providing psychological care to the students, and this point is considered one of the most important things in which the teacher contributes to a prominent degree due to his ability to psychologically change the students. It has the ability to influence students, especially at critical stages of life. School curricula also help students develop healthy behavior based on scientific theories, ideas, and skills related to health information and sound health tests, which lead to improving the physical, psychological, social, and mental aspects of the child. The student, as is well established, most of the negative behavior that affects health in adulthood is formed by individuals in childhood and childhood, and to obtain better results that support the student's application of health information, and making the right decision regarding his health and the health of others, whether now or in the future (Al-Mutawakkil, 2003, p: 57), and the roles of the school administration in achieving school health education are determined in a group of aspects, including the school administration's focus on directing the school radio program in encouraging personal hygiene for students, accustoming them to the cleanliness of school facilities, and following up on students who have obvious medical conditions, Ensuring that the student is free of infectious diseases when he enrolls in school, supervising healthy school nutrition, and supervising the safety and health aspects of the school (Al-Masry, 2015, p: 64), Education has standards that include a number of fields that include health topics and aspects related to the health of the individual and society, which are The field of body organs and their functions, which includes the standard of functional information about the body's organs and functions and means of preserving it by avoiding diseases in its various forms, and includes students' ability to recognize the relationship between work, behavior and management, and the field of personal health, which is concerned with the complete safety of the individual and

providing him with health foundations that include appreciation and respect for personal appearance and senses. It is linked to several areas of following good health habits, personal hygiene (clean clothing, teeth), exercising, activities, etc., and the field of community health, which is the study of the state of society with all its components and parties, and knowledge of the local and global health issues and problems affecting it in order to reach a healthy society. Healthy is suitable for raising a healthy mountain free of diseases and capable of production and giving, and the field of environmental health, which is based on the perceptions and skills necessary to understand the complex relationships that connect the student with his biological environment and directs his behavior positively towards preserving environmental resources and the necessity of making good use of them, and the field of nutritional health, which gives the student healthy behavior. In dealing with food in terms of quantity and quality, where students acquire skills in choosing a food system that benefits health and reduces the risk of diseases and future chronic diseases, and the field of mental health includes protecting the mind from harmful information so that the mind becomes healthy and able to perform various mental operations, and it also includes acquiring Students will learn knowledge about feelings, physical health, personality development, morals, and social awareness, and thus they will learn skills for developing self-acceptance, decision-making, and the field of sexual health, which is concerned with refining the sexual instinct by providing scientific information, valid experiences, and the necessary and sound attitudes toward sexual matters to raise a healthy, free generation. Of deviance and sexual diseases (Zahran, 2009), and Al-Faqir et al (2014) add other fields, which are the field of mental health, which includes aspects related to sound thinking, the appropriate expression of emotions, and the field of safety and first aid and focuses on scientific and practical

knowledge to maintain safety, and avoid various accidents and injuries. And instilling the value of saving people's lives and taking into account the prevention of injuries, the field of diseases and their prevention, which includes providing the student with information and knowledge that develops his awareness of diseases of various types, and ways to prevent them. It includes students learning the symptoms, characteristics, and evidence of chronic and infectious diseases, and how to treat them in a way that gives them skills. Related to having health, preventing disease, adapting, participating effectively, and proper behavior at the individual and societal levels, the field of medications and dealing with them, which is related to medication and its benefits in treating diseases to preserve the body, and provides the student with information about the sources of medications, their different types, and the harms of using medication without consulting a doctor.

Types of school health services:

There are two types of school health services that are provided in schools: therapeutic services, which are based on the initial examination of new students, granting and certifying vacations, examining and treating patients, health supervision of activities, events, sports gatherings, and scouting for students, and preventive services, which are based on refresher vaccinations. And seasonality when entering schools, monitoring school canteens, monitoring the availability of health conditions therein, monitoring the school environment, providing awareness activities such as lectures, health bulletins, educational programs, and participating in local, regional, and international health events (Jeanine and Didier, 2010), (Khandakji, 2000) noted indicated that the future vision for the reality of school health for primary schools begins with identifying a health supervisor in each school who will undertake a set of tasks, including coordination of school health services and

programs, supporting the school health system with educational staff, and coordination with the rest of the therapeutic service providers to deal with the therapeutic needs of students and educational personnel. Transforming health units into centers to supervise school health programs and services, transforming health posts into preventive cadres that plan preventive programs in schools, supervising their implementation and evaluation, allocating some financial allocations spent on materials, medical equipment, medicines, and others to finance preventive programs, and transforming health systems. Health information and performance evaluation in the units, from treatment statistics on visitors and patients to the monitoring system, health indicators in schools at a national level, such as indicators of nutritional status such as height and weight, and indicators of some other most common diseases such as tooth decay, poor vision, and hearing, and indicators of some related behavioral problems. Health, such as smoking, and indicators of problems related to academic achievement (Khandakji, 2000), It is noted that there is agreement about the close relationship between education and health, as both seek to provide appropriate conditions for the individual to help him develop comprehensively in all psychological, mental, emotional, and social aspects. It is also noted that the goal The basic aspect of health education is to provide the individual with appropriate and effective health knowledge that leads to the individual acquiring sound health habits and attitudes (Al-Ali, 2001).

Recommendations:

the researcher recommends:

Preparing curricula on scientific foundations concerned with health education, training and preparing highly qualified specialists to teach and coach students on healthy behaviors and everything

related to healthy habits, and highlighting school health education and demonstrating its importance in creating a health-conscious society through seminars, lectures, and visual programs. , audio, and print, and paying attention to developing public and private educational institutions and providing all the equipment and capabilities necessary to protect the child from diseases, providing cleaning and teaching materials within educational institutions, and paying attention to proper nutrition within educational institutions by monitoring workers in canteens and subjecting them to examinations from time to time, and paying attention to the health of students. Through continuous detection of diseases and providing vaccinations to prevent diseases, educating students about the importance of personal hygiene, educating students about the proper way to wash hands, and educating students about ways to transmit infection and how to protect themselves from diseases.

Suggestions:

The researcher proposes to conduct several studies that examine the subject of the study in a more precise and in-depth manner. Officials in the educational pyramid and the health pyramid should take the results of this study and the results of previous studies that will follow it into consideration and place them within the framework of the research. Form a number of scientific and specialized committees in each field on Unity to develop all possible solutions to address all those health problems that may confront the student in educational institutions or in his life in general, and to put all of these solutions within the framework of implementation.

Results:

Health is a requirement for every member of society. Health was and still is a major goal sought by every individual in every society

who aspires to reach higher degrees of sophistication and health balance. Hence, societies have been interested in developing various health programs to preserve the health of their members, and education has been one of the effective channels. To embody the features of health and communicate them to the largest segment of society, which represents a third or quarter of society, and the school has an effective role in promoting health. It has been proven to those interested in health that schools provide a wide space to promote health in all segments of society to prevent health problems before they occur, so paying attention to the health of students Inside the school is extremely important in his life, because of what he receives from the outside environment. The school plays an important role in teaching students the principles of health education by bringing them to high levels of health, and providing them with sound health habits. It also has the responsibility of constantly monitoring the students' behavior and spreading awareness. health education among them, and providing preventive, curative, and educational services in order to develop their mental abilities and psychological compatibility. The primary stage is also the most effective stage because the student, at this stage, receives all types of education, including health education, whether in school or society, where we find that health education is a Creating multiple educational experiences aimed at positively influencing the individual's habits, behavior, attitudes, and knowledge as a whole. Hence, attention must be given to planning, implementation, and follow-up, because the school is of great importance in creating the educational climate and creating appropriate conditions to ensure the achievement of educational and pedagogical goals that help the student's growth. Comprehensive and integrated growth in all aspects. The school also has great responsibilities in promoting health education in schools and society by focusing on health programs, raising the

capabilities of school health workers, and activating the role of parents and associations related to the field of school health.

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Le gouvernement d'expédition des affaires courantes :

Analyse constitutionnelle et politique à la lumière de la jurisprudence comparée

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Résumé

Cet article traite un problème lié à l'application de la théorie d'expédition des affaires, tout en soulignant la nature de cette théorie et ses principes les plus importants, puis en suivant sa portée pratique pour dégager ce qui relève des affaires courantes de ce qui ne relève pas.

En effet le gouvernement dans le système parlementaire n'est investi qu'après avoir obtenu la confiance de la chambre des représentants. Et par conséquent dans les cas où les fonctions du gouvernement prennent fin en raison de leur démission ou en raison de l'expiration de leur mandat légal, il ne lui est pas possible d'exercer ses pleins pouvoirs, et il se transforme en gouvernement d'expédition des affaires courantes; pour garantir assurer la continuité des services de l'Etat et de ses institutions ainsi que le fonctionnement régulier des services publics.

Il se révèle à partir les constitutions marocaines qui ont précédé la constitution de 2011, que la théorie d'expédition des affaires courantes était absente des textes de ces constitutions. Mais en pratique elle était présente. Le Roi annonçait dans les Dahirs relatifs à la cessation des fonctions du gouvernement que cette dernière devrait continuer à expédier les affaires courantes jusqu'à la formation du nouveau gouvernement.

Cependant avec la constitution de 2011, cette idée a mûri plus clairement, lorsque, d'une part, le législateur choisit de constitutionnaliser le concept d'expédition des affaires courantes à partir les articles 47 et 87. Et lorsque, d'autre part, confie à la loi organique 065.13 relative à l'organisation et à la conduite des travaux du gouvernement et au statut de ses membres, de déterminer strictement ce qui relèvent et ce qui ne relèvent pas de « l'expédition des affaires courantes ».

***Mots-clés** : gouvernement, expédition des affaires courantes, constitution*

Abstract

This article deals with a problem related to the application of the theory of dispatch of current affairs, while emphasizing the nature of this theory and its most important principles, then following its practical scope to identify what is current affairs and what is not.

Indeed, the government in the parliamentary system is invested only after having obtained the confidence of the House of Representatives. Therefore in cases where the functions of the government end due to their resignation or due to the expiration of their legal mandate. it is not possible for it to exercise its full powers, and it transforms into a government of dispatch of current affairs; to guarantee ensure the continuity of the services of the State and its institutions as well as the regular functioning of public services.

It is revealed from the Moroccan constitutions that preceded the constitution of 2011, that the theory of dispatch of current affairs was absent from the texts of these constitutions. Nevertheless, in practice she was present. The King announced in the Dahirs relating to the cessation of the functions of the government that the latter should continue to dispatch current affairs until the formation of the new government.

However, with the constitution of 2011, this idea has matured more clearly, when, on the one hand, the legislator chooses to constitutionalize the concept of forwarding current affairs from articles 47 and 87. Moreover, when on the other hand, entrusts the organic law 065.13 relating to the organization and conduct of the work of the government and the status of its members, to determine what falls and what does not fall under the "dispatch of current affairs".

Keywords*: government, dispatch of current affairs, constitution*

INTRODUCTION

Le gouvernement sortant, que ce soit du fait de sa démission ou de l'expiration de son mandat légal, doit en principe se retirer de la scène politique. Car par-là, il a perdu son appui constitutionnel dans la gestion des affaires de l'Etat, et est devenu dépourvu de toute compétence pour traiter n'importe quelle affaire. Et tout ce qui est émis par ce gouvernement devient nul et n'aura aucun effet juridique, mais le principe de permanence et de continuité de l'État, qui est un principe général et fondamental reconnu par toute la jurisprudence constitutionnelle, donne à ce type de gouvernement un nouveau soutien général, et l'autorise à affronter les affaires de l'Etat pour ne pas s'arrêter ou interrompre son chemin de vie.

Dans ce cadre, le gouvernement dont il a été mis fin aux fonctions, pour quelque cause que ce soit, expédie les affaires courantes, dans l'attente qu'un nouveau gouvernement s'installe. Pour d'une part, assurer la continuité des services publics et sécuriser les besoins des citoyens et d'autre part, pour garantir la continuité de l'Etat au moment où il n'est pas possible d'engager la responsabilité politique du gouvernement, quand il ne dispose plus de la confiance du parlement -clé de voute de tout régime de tradition parlementaire-.

Au Maroc, concernant les constitutions qui précède celle de 2011, il s'avère qu'elles étaient dépourvues de toute référence à la théorie de l'expédition des affaires courantes, bien que cette dernière au niveau de la pratique fût présente. Le Roi, dans de nombreux cas, quand il a mis fin aux fonctions d'un gouvernement, lui confie l'expédition des affaires courantes jusqu'à la constitution de nouveau gouvernement.

Cependant, malgré cette présence, cette théorie reste complexe et floue, et n'a pas été encadrée juridiquement de manière

suffisante et elle a été et demeure encore un objet de débat du point de vue juridique et politique.

Il s'agit donc, d'une période transitoire, mais non limitée dans la durée, laquelle peut être réduite à quelque semaine ou s'étendre sur plusieurs mois, et dont l'impact sur la gestion des affaires de l'Etat est plus ou moins étendue en fonction du système politique.

Dans ce contexte, cet article, se penche sur un problème lié à l'existence de la théorie de l'expédition des affaires courantes dans le système constitutionnel marocain, tout en retraçant ses principes fondateurs les plus importants, ainsi que les bases juridiques sur lesquelles le gouvernement sortant s'appuie pour exercer ses fonctions. Puis en mettant en évidence les affaires qui peuvent être inclus dans le périmètre des affaires courantes, et en même temps les affaires qui sortent du champ de compétence du gouvernement d'expédition des affaires courantes.

Afin d'aborder ce problème, cette étude adoptera un ensemble d'approches, dont peut-être la plus importante est l'approche analytique, l'approche juridique institutionnelle et l'approche comparative pour cerner les différents aspects de la théorie de l'expédition des affaires courantes, et nous nous appuierons également sur l'approche fonctionnelle pour déterminer les fonctions du gouvernement sortant jusqu'à la formation d'un nouveau gouvernement.

I - LE FONDEMENT JURIDIQUE DU GOUVERNEMENT D'EXPEDITION DES AFFAIRES COURANTES

Dans cette section on va retracer les contours théoriques du concept « d'affaires courantes », tout en déterminant l'essence de gouvernement d'expédition des affaires courantes (paragraphe 1), puis en s'appuyant sur les bases qui donnent à ce gouvernement la

légitimité pour expédier des affaires courantes (paragraphe 2).

A - Essence Du Gouvernement d’expédition Des Affaires Courantes

Afin de se situer sur le concept de gouvernement d’expédition des affaires courantes, il faudra d'abord le définir puis examiner les différentes difficultés qui empêchent le gouvernement, dont il a été mis fin aux fonctions, pour quelque cause que ce soit, de continuer avec des pleins pouvoirs.

1- Définition du gouvernement d’expédition des affaires courantes

Le concept de gouvernement d’expédition des affaires courantes est l'un des concepts vagues dont les juristes ne se sont pas mis d'accord sur une définition complète.

Le gouvernement d’expédition des affaires courantes est considéré comme un gouvernement transformé d'un gouvernement ordinaire avec les pleins pouvoirs, à un gouvernement avec des pouvoirs limités, dans le but est d'assurer la continuité du travail gouvernemental dans ses limites administratives, pour une période temporaire, jusqu'à la formation d'un nouveau gouvernement conformément aux règles constitutionnelles existantes, afin d'éviter le vide gouvernemental ou l’Etat à éclipse[1].

Certains sont allés le définir comme un gouvernement apolitique chargé de gérer les questions formelles et administratives dans la période comprise entre la démission d'un gouvernement responsable et la formation d'un nouveau gouvernement.

Certains autres l'ont ensuite défini comme un gouvernement aux pouvoirs limités. La portée de son travail se limite au travail

[1] - Conclusion F.Gazier sur CE, Ass., 7juillet 1950, Dehaene, RDP, 1950, p. 691. Cité également par A.Dupie, Le principe de continuité de service public, Economica, 1982, p.39.

administratif ordinaire et quotidien qui facilite la poursuite des travaux dans les institutions de l'État et les services publics.

Tandis que d'autres le considéraient comme un gouvernement temporaire dépourvu d'autorité dans le but de gérer les affaires courantes pour une période de temps spécifique. la période après le retrait de la confiance du gouvernement ou après la fin de l'existence légale du Parlement, ou une circonstance d'urgence qui a empêché la formation du nouveau gouvernement ou son retard, et ce gouvernement n'a pas le droit de décider de questions de nature future et fatidique, et son travail est limité pour les affaires urgentes du ministère, ses compétences sont limitées et il n'a pas le droit de mener des initiatives et des actions aux conséquences politiques. La plus importante de ses tâches est de gérer les affaires des différents ministères avec un minimum de continuité administrative et de gérer les intérêts des citoyens.

Ces définitions montrent que l'expédition des affaires courantes est le résultat d'une conciliation de deux principes opposés [2]: d'une part, le gouvernement sortant est obligé de freiner ses initiatives et interventions, ou du moins de les légaliser, d'éviter de patauger dans les questions politiques et d'interférer dans les pouvoirs de son successeur. D'autre part, le gouvernement ne doit pas rester les bras croisés, ne pas faire preuve de complaisance dans le traitement des dossiers qui concernent les affaires publiques et ne pas s'abstenir de prendre les décisions nécessaires à la préservation et à la protection du bien public.

2- Difficultés empêchant le gouvernement sortant de continuer comme un gouvernement de plein exercice

L'objectif qu'un gouvernement reste au pouvoir malgré la

[2] - Francis DELPEREE, les gouvernements intermédiaires en Belgique, RFDA, 34ème année, N°6, Novembre-Décembre 2018, P. 1024.

cessation de ses fonctions et la perte de la confiance du Parlement, est d'empêcher la création d’un vide inter-gouvernemental et d'assurer une sorte de stabilité, car ce vide a de graves effets sur la vie économique, Sociale, Sécuritaire et politique...

Cependant, le gouvernement d’expédition des affaires courantes se caractérise par une faible légitimité démocratique, puisque cette dernière repose entièrement sur le principe de la représentation. La théorie constitutionnelle fonde en effet l’autorité des gouvernants sur le concept de représentation, l'autorité du gouvernement et son acceptation par les citoyens étant liée précisément à l’élection. Dans un système parlementaire, les seules élections sont les élections législatives, il n'y a pas d'élections spécifiques à la branche exécutive du gouvernement. Le mandat du gouvernement est donc intrinsèquement lié à celui des représentants élus au parlement et dépend à leur confiance. Ce sont les élections parlementaires qui déterminent la composition de l’exécutif. Celui-ci est en effet composé de membres du gouvernement qui bénéficient de l’appui d’une majorité au parlement[3].

Par conséquent, le gouvernement exerce ses fonctions en vertu de la confiance qui lui est accordée par le peuple représenté au Parlement, et il ne peut exercer ses pouvoirs constitutionnels que s'il jouit d'une telle confiance, mais dans le cas où les fonctions du gouvernement prennent fin, en raison de sa démission ou en raison de l'expiration de son mandat légal, il perd logiquement la confiance du Parlement. En outre, il existe un risque que le gouvernement d’expédition des affaires courantes soit dans un conflit d’intérêt avec le potentiel futur gouvernement et soit tenté

[3] - Rivka Weill, Constitutional Transitions: The Role of Lame Ducks and Caretakers, Utah L. Rev (2011), p.1097.

« d'assurer ses arrières »[4].

L'existence de gouvernement d'expédition des affaires courantes pose de multiples difficultés. D'une part, Il y a un risque accru de conflit d'intérêts flagrant durant la période électorale. Il est à craindre que les membres du gouvernement utilisent leurs pouvoirs à des fins politiques ou personnelles pour influencer les résultats des élections. Ils peuvent utiliser les ressources publiques à des fins partisanes, afin d'influencer l'opinion publique. D'autre part, Cette période s'avère propice aux abus de pouvoir du gouvernement. Les ministres peuvent émettre des décisions de nomination au sein de leurs services ministérielles, en fonction de la poursuite de leur activité au sein de ces derniers. Ou de promouvoir certains membres des départements ministériels avant le changement du ministre[5]. Ou conclure des contrats, sachant avec certitude que leurs successeurs, surtout lorsqu'ils sont issus d'une majorité politique différente, ne feront pas de même. Ou que ce gouvernement, qui n'a pas la confiance du Parlement, peut prendre des décisions dans cette période qui pourraient ne pas être approuvées par la nouvelle majorité au Parlement[6].

Au vu de ces difficultés et des risques qui accompagnent l'existence du gouvernement, dont il a été mis fin aux fonctions, au niveau du pouvoir. Il est devenu nécessaire de rappeler la notion d'expédition des affaires courantes. Pour limiter l'étendue des pouvoirs de ce gouvernement et éviter les abus qui se produisent au niveau de la pratique.

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4 - Idem.

5 - Amina Massoudi, le travail des membres du gouvernement au Maroc pouvoirs-frontières-responsabilités 1955-2016, new success press, Casablanca, 2017, p. 281.

6 - Chambre des représentant de Belgique, Rapport fait au nom de la commission de révision de la constitution ; des réformes institutionnelles et du règlement des conflits par M. LANDUYT, N°996/1, 7 mai 1993, P : 3.

B - les principes fondateurs de l'existence d'un gouvernement d’expedition des affaires courantes

La base de l'existence du gouvernement d’expédition des affaires courantes est due à deux raisons juridiques principales : la première est de nature administrative/organisationnelle liée à la nécessité de la continuité des services publics, et la seconde est de nature constitutionnelle/politique liée à l'irresponsabilité politique du gouvernement sortant.

1- la continuité de service public est une raison administrative de l'existence de gouvernement d’expédition des affaires courantes

Le principe de continuité de service public est l'un des principes les plus importants sur lesquels repose la théorie de service public, et il repose sur deux éléments fondamentaux, à savoir : la continuité de l'État et la continuité du service public pour assurer la satisfaction des besoins de la population[7].

Le principe de continuité de service public est essentiel pour la continuité de la vie nationale et de l'État. Le Conseil d'État français a donné à ce principe la valeur de principes juridiques généraux par sa décision sur l'autorité de régulation du droit de grève (CE 7 juillet 1950, Dehaene, GAJA, n°59). Et à son tour, le Conseil constitutionnel français, par l'une de ses décisions, a attribué la valeur constitutionnelle au principe de continuité de service public, considérant que les services publics sont les outils les plus importants appartenant à l'administration, qui constituent les aspects fonctionnels les plus importants du gouvernement. Et certains sont allés lier le principe de continuité de service publique à l'existence ou à la continuité de l'État, selon le commissaire du gouvernement F. Gazier la continuité de service public vise à éviter

[7] - Claude DIDRY, Léon Duguit ou le service public en action, Revue d’histoire moderne & contemporaine, 2005/3 no 52-3, p.93

la décadence ou l'éclipse de l'État,

Compte tenu de cette importance du principe de continuité de service public, il apparait à quel point il est important pour le gouvernement de continuer à exercer ses fonctions, quel que soit son statut juridique, afin d'assurer le fonctionnement normal de service public de manière régulière et ininterrompue. De ce point de vue, le gouvernement sortant, pour quelque cause que ce soit, continue d'exercer ses fonctions, mais de manière limitée, qui consiste uniquement à gérer les affaires courantes, pour garantir la continuité des services de l'Etat et de ses institutions ainsi que le fonctionnement régulier des services publics[8].

De plus, le gouvernement est considéré comme l'élément le plus important de la vie politique. Les politologues s'accordent à dire que ses fonctions ont deux aspects principaux : l'aspect du leadership et de la perception, et l'aspect de la mise en œuvre et de la coordination[9], de sorte que l'absence du gouvernement reflète non seulement la paralysie de la vie politique et constitutionnelle de l'État, mais également reflétée sur la vie économique et sociale, et affecte la satisfaction des besoins publics et fondamentaux de la société. La nature des choses exige que l'État soit géré en permanence, indépendamment de tout changement de gouvernement. Il y a un minimum de travail à faire chaque jour, de manière continue et ininterrompue, et il y a aussi des besoins que des circonstances exceptionnelles exigent d'être satisfaits sans délai,

[8] - Dahir n ° 1.15.33 du 28 Joumada I 1436 (19 mars 2015) portant promulgation de la Loi organique n ° 065.13 relative à l'organisation et à la conduite des travaux du gouvernementales et au statut juridique de ses membres, Bulletin officiel n ° 6348, 12 Joumada II 1436 (2 avril 2015), P.1136.

[9] - Amina Al-Masoudi, marges du changement politique, imprimerie Najah El jadida, Casablanca, première édition, 2011, p. 80.

sinon l'existence même de l'État est en danger[10], et Tant qu'il n'est pas possible de former un nouveau gouvernement pour remplacer directement le gouvernement démissionnaire ou le gouvernement sortant, dans ce cas nous ne sommes qu'en face du gouvernement démissionnaire ou du gouvernement sortant. Mais ce gouvernement, tant qu'il n'a plus la confiance du Parlement, sa compétence devrait être limitée à l'exercice de fonctions qui assurent la continuité minimale des services publics, et ainsi il est possible d'assurer l'existence d'une autorité qui peut agir et prendre la décision appropriée dans les circonstances exceptionnelles que l'Etat peut connaitre[11].

Dans ce sens, le Conseil d'État français, dans un arrêt en 1952, a fait valoir que la décision réglementaire ne peut être considérée comme une décision rendue dans l'idée de décharger les questions en cours, car le champ de cette idée peut exister dans l'intérêt de la nécessaire continuation des Services publics[12].

Le Conseil d'État belge, dans un arrêt de 1974, va également dans ce sens lorsqu'il décida qu' « en vertu du principe de continuité des Services publics, les ministres démissionnaires conservent, dans tous les cas, le pouvoir de réglementer les

[10] - Adel al-Tabtabai, les compétences du gouvernement démissionnaire : une étude comparative, Fondation koweïtienne pour l'avancement des sciences, Koweït, 1986, p. 60.

[11] - Francine Batailler, Le conseil d'Etat et le juge constitutionnel, Bibliothèque de droit public, Paris, 1966, p.421.

[12] - Conseil d'Etat, Assemblée, 4 avril 1952, Syndicat régional des quotidiens d'Algérie, requête numéro 86015, publié au recueil Lebon. « …cet acte réglementaire qui devait, non pas appliquer simplement mais transposer en Algérie. compte tenu des circonstances locales, le système de la loi du 11 mai 1946, fixe les règles de droit applicables aux actes individuels de transfert à intervenir ultérieurement, ne peut être regardé comme une affaire courante, si extensive que puisse être cette notion dans l'intérêt de la continuité nécessaire des services publics ; qu'il suit de là, sans qu'il soit besoin d'examiner l'autre moyen de la requête, que les requérants sont fondés à demander l'annulation du décret ci-dessus visé du 17 juin 1946 pour défaut de qualité de ses auteurs »

matières pour lesquelles ils estiment que l'élaboration de solutions n'est pas de nature à retarder»[13]. Dans une autre décision de 1975, il confirma cette tendance en déclarant : « L'article 78 de la Constitution, qui reconnaît le droit du gouvernement à exercer le pouvoir, suppose que les ministres jouissent de la confiance du Parlement devant lequel ils sont politiquement responsables, et que dans le cas où le roi refuse la démission du gouvernement, ce qui n'est pas réalisé dans ce cas. Le Gouvernement démissionnaire doit être considéré qu'il ne jouit plus de cette confiance, et qu'il n'a plus de responsabilité envers le Parlement... Considérant qu'il est de la responsabilité du roi d'assurer la continuité des Services publics, qui ne peut s'acquitter de cette tâche que par l'intermédiaire de ministres qui contresignent les décisions rendues, dont la légitimité dépend de l'existence de cette signature... Ces ministres ayant présenté leur démission, ils ne peuvent exercer leurs pouvoirs que dans des limites étroites et à des fins nécessaires et justifiées. Alors que la règle non écrite selon laquelle le gouvernement démissionnaire se limite à la conduite des affaires courantes ressemble à une règle contraignante... Surtout pour assurer la continuité des services publics... Le Conseil d'État estime que le ministre des Finances, en signant l'arrêté royal contesté, relevait de sa compétence[14].

Il s'avère donc que la base juridique sur laquelle le gouvernement sortant exerce ses pouvoirs d'expédition des affaires courantes est liée à la nécessité pour les services publics de continuer à exercer leurs fonctions nécessaires afin de garantir la

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[13] - Conseil d'Etat de Belgique, 21 juin 1974, A.S.B.L. Fédération des Industries chimiques de Belgique, n° 16.490, R.A.C.E., 1974, P : 648.

[14] - L'arrêt C.G.E.R. du 14 juillet 1975. Cité par : Christian BEHRENDT, Le régime des affaires courantes et la Constitution belge, Exposé prononcé dans le cadre de la matinée d'études du Centre d'études Jacques Georgin, du parti politique "Défi", à la Chambre des représentants, Bruxelles, 29 novembre 2019. Disponible sur le site web : http://hdl.handle.net/2268/241079.

continuité de la vie publique. Mais à côté de cette raison administrative, une autre raison de nature politique s'ajoute, le gouvernement sortant n'a pas la possibilité d'être politiquement responsable devant le Parlement, et donc il ne peut pas exercer ses pleins pouvoirs, et en conséquence il se transforme en gouvernement d'expédition des affaires courantes.

3- L'absence de confiance du parlement est une raison constitutionnelle / politique de l'existence de gouvernement de l'expédition des affaires courantes

Déterminer la compétence du gouvernement sortant dans l'expédition des affaires courantes, selon le critère de la continuité de service public, peut ne pas être une raison convaincante, selon certains. Le service public peut continuer à fournir ses services et à exercer ses fonctions quotidiennes, sans prêter attention à la présence ou à l'absence d'un gouvernement au sommet du pouvoir, car les travaux qu'il effectue sont effectués par les autorités administratives ordinaires.

La crise qui résulte de la démission du gouvernement, ou de l'échec de la formation d'un nouveau gouvernement après les élections législatives, n'affecte pas les services publics d'exercer leurs fonctions normales, mais affecte plutôt la relation du gouvernement avec le Parlement. Par conséquent, la compétence du gouvernement sortant est déterminée par un critère de nature cohérente avec la relation particulière entre les deux autorités pendant cette crise.

Ce critère découle d'une coutume constitutionnelle dans les systèmes parlementaire et mixte, selon laquelle le gouvernement sortant perd la confiance que lui accorde le Parlement, et donc il n'y a aucune possibilité de le tenir politiquement responsable, selon les règles constitutionnelles spécifiques de responsabilité politique.

Dans ce sens ; Le juriste Marcel Waline estime que le gouvernement démissionnaire n'a rien à redouter du point de vue politique, On ne tue pas les morts ; on ne renverse pas les gouvernements démissionnaires[15].

En fait, la responsabilité politique, comme le dit Maurice Duverger, n'est rien d'autre qu'une sorte d'isolement des membres du gouvernement par le Parlement. Ou comme le dit Laferrière, la perte de confiance des Chambres des Représentants entraîne immédiatement la perte de l'existence politique du ministère. Le principe de responsabilité du gouvernement devant le parlement est une condition préalable à l'exercice de ses pouvoirs constitutionnels dans leur intégralité, et l'absence de possibilité de sa responsabilité devant le Parlement limite ses pouvoirs, et paralyse son mouvement. Ainsi, il apparaît que le maximum que le Parlement peut faire envers le gouvernement est de lui retirer sa confiance ou de le forcer à démissionner. Donc si l'affaire est effectivement réalisée, le contrôle du Parlement dans ce cas semble inutile, sans valeur et même impossible[16]. Par conséquent » la restriction de la compétence du gouvernement à expédier les affaires courantes trouve son fondement dans l'incapacité du Parlement à contrôler l'exercice des pouvoirs du gouvernement et non dans aucune autre justification.

II - LA PORTEE PRATIQUE DE LA THEORIE DE L'EXPEDITION DES AFFAIRES COURANTES

La voie légale pour sortir de cette situation, où le gouvernement sortant continue d'assumer la responsabilité de la continuité de l'État ; et en même temps, ne jouit pas de la confiance

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15 - F. Bouyssou : L'introuvable notion d'affaires courantes : l'activité des gouvernements démissionnaires sous la Quatrième République, Revue française de science politique, 20ème année, n°4, 1970, P : 664.

16 - Adel al-Tabtabai, Op.cit. , p. 64

du Parlement, est d'introduire une règle selon laquelle ce gouvernement peut conserver la compétence pour expédier les affaires courantes, et cette règle est une exception à la règle de l'incompétence totale de ce gouvernement. Quelles sont les questions qui peuvent relever de l’expédition des affaires courantes ? Quelles sont les questions qui sortent du cadre de l’expédition des affaires courantes et que le gouvernement dans cette situation ne peut pas diriger ?

A - les questions relevant des affaires courantes.

Les gouvernements sortants ont traditionnellement géré les affaires courantes, mais la nature de ces affaires, qu'ils peuvent se charger de gérer, est restée floue et entachée de beaucoup d'ambiguïté, le chef de l'Etat, lors de l'attribution du gouvernement sortant, n'a évoqué que le maintien de ce gouvernement dans l’expédition des affaires courantes jusqu'à la formation d'un nouveau gouvernement, sans préciser le contenu de ces affaires.

L'absence du contenu des affaires courantes que le gouvernement sortant reprend, sur le contenu des constitutions dans de nombreux pays, a ouvert la voie aux avis doctrinaux et à la jurisprudence du pouvoir judiciaire administratif de définir ce contenu et de tracer les limites dans lesquelles ces gouvernements opèrent et ne peuvent dépasser.

Dans ce cadre, une distinction peut être faite entre les affaires courantes dans des circonstances normales, qui concernent des décisions nécessaires au fonctionnement normal des Services publics, et les affaires courantes dans des circonstances exceptionnelles, qui concernent des décisions imposées par un état d'urgence ou des circonstances exceptionnelles.

1-l’expédition des affaires courantes lors des circonstances normales

Dans le document constitutionnel de 2011, le législateur marocain a tenté de limiter certains problèmes et questions qui ont été soulevés sur les compétences du gouvernement lors de la l'expédition des affaires courantes. En invoquant la notion de l'expédition des affaires courantes, notamment au chapitre 87, qui prévoyait une loi organique[17] qui définit les règles relatives à l'organisation et à la conduite des travaux du gouvernementales et au statut juridique de ses membres, ainsi que les règles de l'expédition des affaires courantes par le gouvernement sortant. En effet l'article 37 de cette loi organique stipulait qu'on entend par "expédition des affaires courantes" l'adoption des décrets, des arrêtés et des décisions administratives nécessaires et des mesures urgentes requises pour garantir la continuité des services de l'Etat et de ses institutions ainsi que le fonctionnement régulier des services publics.

Le Conseil d'Etat Belge, dans un arrêt rendu en 1974[18], a tracé les premiers contours des questions qui peuvent être gérées par l'exécutif au titre d' « affaires courantes », et a prévu que les affaires courantes sont :

a- les affaires banales ou de gestion journalière (à savoir les affaires dont le règlement n'implique pas de décision sur la ligne politique à suivre pour autant qu'il s'agisse d'affaires qui affluent régulièrement) ;

b - les affaires en cours, (à propos desquelles la décision constitue le prolongement et l'aboutissement de procédures entamées

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[17] - Dahir n ° 1.15.33 du 28 Joumada I 1436 (19 mars 2015) portant promulgation de la Loi organique n ° 065.13 relative à l'organisation et à la conduite des travaux du gouvernementales et au statut juridique de ses membres, Bulletin officiel n ° 6348, 12 Joumada II 1436 (2 avril 2015), P.1136.

[18] - C.E., 21 juin 1974, ASBL Fédération des industries chimiques de Belgique, n° 16.490. Voy. aussi : C.E., 14 juillet 1975, associations du personnel wallon et francophone des services publics, n° 17.131.

antérieurement) ;

c - les affaires urgentes (celles pour lesquelles un retard dans leur solution serait générateur de dommages et de nuisances pour la collectivité).

De même, Dans une décision de 1966[19], le Conseil d'État français a déclaré que les affaires courantes ou ordinaires sont les affaires qui n'exposent pas la responsabilité du gouvernement à des résultats politiques, car le gouvernement est régi par la confiance du peuple représenté par le Parlement, et le gouvernement démissionnaire qui perd la confiance du Parlement est incapable et n'a aucune autorité constitutionnelle pour prendre des décisions politique.

Pour Francis DELPEREE ; la catégorie juridique des affaires courantes s'est construite autour de trois éléments : l'ordinaire, l'engagé, et l'urgent[20].

Les affaires courantes ce sont, d'abord, les affaires ordinaires, banales ; sans incidence politique. Elles relèvent de la gestion quotidienne – celles de la fonction publique.

Les affaires courantes sont aussi celles qui étaient engagées avant la survenance de la crise et que le gouvernement entend mener malgré tout à bonne fin. Une affaire dont l'importance dépasse celle des affaires de gestion journalière et qui n'est pas urgent peut être finalisé par le gouvernement, si la procédure a été engagé bien avant la période critique, si elle ensuite été réglée sans précipitation et si les questions, qui ont pu poser sur le plan administratif, ont été résolues avant cette période critique.

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[19] - C.E., Ass, 22 Avril 1966, Fédération nationale des syndicats de police, A.J., 1966, P. 355, concl.Galmot.

[20] - Francis DELPEREE, les gouvernements intermédiaires en Belgique, RFDA, 34émme année N° 6, Novembre-Décembre 2018, P : 1024.

Ce sont encore les affaires urgentes, celles que le gouvernement doit prendre en charge sans désemparer. Tout retard pourrait faire courir à l'Etat et aux intérêts dont il a la charge de graves dangers.

Au Liban, le Conseil d'État, basée sur la doctrine et la jurisprudence françaises, a distingué entre les actes d'administration ou de gestion et les actes de disposition.

Les actes de disposition ce sont ceux que le gouvernement démissionnaire ne peut pas effectuer. ils sont liées à la politique suprême de l'État, aux choix fondamentaux et aux sujets fatidiques sensibles tels que la conclusion d'accords et de traités internationaux, ou qui sont liés au futur de l'État comme l'octroi de prêts et la création de nouvelles charges financières ou le décaissement de crédits importants, ou l'approbation de plans de développement complets à long terme.

Pour les actes de l'administration, le gouvernement démissionnaire peut les effectuer, ils sont centrées sur la gestion des affaires quotidiennes et routiniers qui ne peuvent pas être gelés, qui ne restreint pas en principe les gouvernements suivants dans la poursuite de la politique suprême qu'ils voient et ne sollicite pas leurs finances, ainsi que le travail administratif qui doit être effectué, dans le cadre des délais fixés par la loi sous peine de chute et d'invalidation.[21]

2- l'expédition des affaires courantes lors des circonstances exceptionnelles

La portée du travail du gouvernement sortant dans des circonstances normales est déterminée dans les affaires courantes

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[21] - Le Conseil de la Choura d'État, la troisième chambre, Résolution n ° 614 du 17-12-1969 sur le procès de Fouad Iskander Rashid contre l'État libanais, Journal de la Justice 1969, P. 467.

quotidiennes ordinaires. C’est-à-dire le travail administratif ordinaire qui tourne autour de la gestion des affaires quotidiennes et routinières, qui en principe ne restreint pas le gouvernement ultérieur et n'est pas lié à la politique suprême de l'État, mais ce concept initial n'est pas si rigide que le "gouvernement d’expédition des affaires courantes" ne peut pas bouger le petit doigt en cas où le pays nécessite son intervention quel que soit son statut constitutionnel[22]. De nombreuses décisions, même si elles s'écartent par leur nature des affaires normales ou routinières de l'administration, sont incluses dans les affaires courantes, en raison des circonstances urgentes ou exceptionnelles que traverse le pays. Ce qui rend le concept « d’expédition des affaires courantes » décrit comme "relatif" en raison des circonstances et des besoins qui caractérisent l'identification des affaires normales qui relèvent des compétences et des pouvoirs d'un gouvernement d’expédition des affaires courantes, en particulier lorsque sa période de travail s'étend sur une longue période.

Le concept « d’expédition des affaires courantes » peut être étendu et élargi encore plus lorsqu'il existe des circonstances exceptionnelles qui nécessitent la protection de l'État, la préservation de ses droits, la préservation de l'ordre public ou de ses obligations internationales. Le gouvernement sortant dans ces circonstances aura des pouvoirs et des compétences beaucoup plus étendus qu'il n'en a lors des circonstances normales. Car sa réticence à agir dans de telles circonstances met en péril le principe de la continuité de l'Etat, et remet même en cause la légitimité et

22 - Marcel LACHAZE : « L’expédition des affaires courantes en période de crise ministérielle », Dalloz- Chron. Hebdomadaire, 1952, P : 65 et s.

l'existence du gouvernement[23].

Du point de vue étymologique, il demeure une incertitude sur l'expression « affaires courantes », qui peut signifier aussi bien « affaires en cours », qu' « affaire banales et insignifiantes ». M. Delvolvé retient à la fois ces deux interprétations lorsqu'il distingue les affaires courantes par nature, préparées par les bureaux, sur lesquelles le ministre se borne à apposer sa signature, et les affaires urgentes. Pour lesquelles, normalement, le gouvernement aurait dû s'abstenir, mais l'urgence justifie son intervention. Maurice Faure a proposé une définition très souple des affaires courantes, dans laquelle il considérait que les affaires courantes ne sont pas des affaires secondaires et subalternes, mais les affaires dont l'urgence vient à échéance au moment où un gouvernement bien que renverser, n'est pas encore remplacé par un autre ministère[24].

Selon Francis DELPEREE, il existe des considérations relatives au temps qui contribuent à affiner les contours de la catégorie des "affaires courantes", l'examen de la compétence du gouvernement en période d'affaires courantes ne se réalise de manière abstraite, il faut tenir compte les circonstances dans lesquelles la décision a été prise[25], car la longue durée de la période d'affaires courantes conduirait à donner à tout dossier une autre dimension. Par exemple, en Belgique au printemps 2010, il n'y avait aucune nécessité d'intervenir dans un ensemble de dossiers économiques. Mais à l'automne 2011, il y avait une urgence manifeste a statuer sur le même objet. L'écoulement du temps a

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23 - Sam Sulaiman Dallah, gouvernement intérimaire du concept politique au briefing juridique, Journal de la Charia et du droit, Université des Émirats arabes Unis, numéro 68, octobre 2016, P. 159.

24 - F. Bouyssou : L'introuvable notion d'affaires courantes : l'activité des gouvernements démissionnaires sous la Quatrième République, Op.cit., P. 647.

25 - Francis DELPEREE, les gouvernements intermédiaires en Belgique, Op.cit., P : 1024.

suffi à conférer au dossier une autre dimension. En raison de la longue période d'expédition des affaires courantes[26], le roi de Belgique a demandé au premier ministre de soumettre le budget 2011 au Parlement et de prendre les mesures nécessaires dans les meilleurs délais pour répondre aux exigences européennes en matière de politique fiscale et de réforme structurelle pour les années à venir, et lui a également demandé de prendre les mesures nécessaires aux niveaux économique, social et financier pour assurer le bien-être des citoyens[27].

La jurisprudence belge a élargi la nature des affaires courantes à d'autres actes proportionnés à la nature des crises politiques et à leurs prolongements, tels que l'approbation des accords internationaux, ainsi qu'aux actes et mesures approuvés par le Parlement, tels que la préparation et la présentation d'une loi de finances. Une catégorie d'affaires courantes a également émergé, celle dont le traitement est rendu indispensable par le droit international (ainsi, par exemple, la Belgique ne pouvait se soustraire à la présidence européenne ou à une action militaire concertée par l'OTAN au seul motif qu'elle était en situation de crise politique)[28]. Et dans l'une de ses décisions, le Conseil d'État

[26] - Le gouvernement Leterme II veille pendant 541 jours à la gestion des affaires courantes.

[27] - Communiqué envoyé le mercredi 2 février 2011 par le Palais royal : « Le Roi a reçu en audience cet après-midi au château de Laeken Monsieur Yves Leterme, Premier ministre. Vu la longueur de la période d'affaires courantes, le Roi a demandé au Premier ministre que le gouvernement d'affaires courantes présente au Parlement le budget 2011 et prenne les dispositions nécessaires pour répondre dans un proche avenir aux exigences européennes en matière de politique budgétaire et de réformes structurelles pour les prochaines années. Le Roi a également demandé au Premier ministre que le gouvernement d'affaires courantes prenne toutes les mesures nécessaires sur le plan économique, social et financier pour préserver le bien-être des citoyens. » Site La Libre Belgique, 3 février 2011.

[28] - Xavier BAESELEN, Jean-Charles LUPERTO, « Quelle activité parlementaire en période d'affaires courantes ? », les cahiers de l'ULB et du parlement de la fédération Wallonie-Bruxelles, N° 1, 2014, P : 11.

belge s'est prononcé sur la détermination des prix des matières premières et a estimé que les questions de détermination des prix sont de nature à nécessiter une action rapide à leur sujet[29].

À cet égard, le Conseil constitutionnel marocain (actuellement la Cour constitutionnelle), lors du contrôle de la conformité des dispositions de la loi organique 065.13, a attiré l'attention sur ce qui est requis en cas de nécessité. Il a affirmé dans sa décision [30]; que lors de la mise en œuvre de cette obligation, il est nécessaire de prendre en compte les mesures législatives ou réglementaires qui peuvent être requises en cas de nécessité.

B - questions ne relevant pas des affaires courantes

Il ne fait aucun doute que la limitation de la portée des affaires courantes est importante pour contrôler le comportement du gouvernement sortant et pour tracer les limites de ses pouvoirs, mais il reste important à déterminer les catégories des affaires qui échappent à ses compétences et dépassent ses pouvoirs. L'expédition des affaires courantes n'est pas seulement une prérogative du gouvernement démissionnaire, qui l'utilise librement pour maintenir la continuité de service publique, mais c'est aussi une limite qui lui est imposée, et cette limite des pouvoirs du gouvernement démissionnaire apparaît à certains juristes comme un principe général de droit.

Le législateur marocain était conscient de l'importance d'identifier les matières qui ne relèvent pas des affaires courantes. Il a déterminé ce que l'on entend par affaires courantes dans l'article 37 de de la Loi organique n ° 065.13, puis il a souligné, dans le même article que "les mesures susceptibles d'engager durablement

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[29] - C.E.B., 21 juin 1974, Fédération des industries chimiques de Belgique

[30] - Résolution n ° 955.15 du 13 Joumada I 1436 (4 mars 2015), Journal officiel n ° 6342 du 21 Joumada I 1436(12 mars 2015), p. 1652.

le futur gouvernement, notamment l'approbation des projets de loi et des décrets réglementaires, ainsi que la nomination aux fonctions supérieures, ne relèvent pas de l'expédition des affaires courantes.

Clarifier la réalité des questions qui ne relèvent pas de l'expédition des affaires courantes, nécessite de mettre en lumière les plus importantes de ces questions et les fondements juridiques qui les rendent hors du champ des compétences du gouvernement sortant.

Ces questions seront révélées à travers ce qui suit :

1 - décisions politiques de grande importance

Parmi les décisions politiques de grande importance, qui sortent du cadre de l'expédition des affaires courantes, on peut citer les projets de lois et décrets réglementaires, auxquels se réfère la loi organique 065.13 dans sa quatrième partie, ainsi que la décision de proposer de modifier la Constitution.

- l'approbation des projets de loi : Le principe de base est que le gouvernement intérimaire n'a pas le droit de soumettre des projets de loi, car l'exercice de cette compétence constitutionnelle nécessite une nouvelle initiative du gouvernement, et parce que les projets de loi reflètent l'orientation législative de ce dernier. ils constituent une traduction de ses idées et de ses choix politiques sous forme de principes ou de règles normatives, et tout cela peut susciter la responsabilité politique du gouvernement. de plus, les projets de loi peuvent avoir des répercussions financières directe ou indirecte, qui peuvent affecter le travail du prochain gouvernement.

- Approbation des Décrets Réglementaires : Le pouvoir réglementaire est le pouvoir conféré par la Constitution au pouvoir exécutif de promulguer des règlements ou des décrets réglementaires, c'est-à-dire le pouvoir dont dispose le

gouvernement de prendre des mesures de nature générale. Ces mesures, qui peuvent être individuelles, comme la nomination d'une personne à l'un des postes, et peuvent être organisationnelles lorsqu'elles concernent le grand public. Le règlement est la forme par laquelle l'action du gouvernement se manifeste dans l'exercice du pouvoir réglementaire.

Compte tenu de l'importance des actes règlementaires et des choix politiques majeurs qu'elles impliquent, le législateur, conformément à la situation du gouvernement sortant, où ses pouvoirs sont réduits à l'expédition des affaires courantes, a exclu les décrets réglementaires du champ des" affaires courantes " en raison des implications financières ou politiques qu'ils peuvent entraîner.

- Proposition de modification de la Constitution : Le législateur, en vertu de l'article 172 de la constitution de 2011, a garanti au Roi, au Premier ministre, à la Chambre des Représentants et à la Chambre des conseillers le droit de prendre l'initiative de réviser le Constitution. cette initiative comprend un choix politique judicieux et très important, en raison des changements qu'elle peut apporter au niveau de la structure de l'autorité. En principe cette question dépasse le cadre des affaires courantes, elle doit être traitée par un gouvernement de plein pouvoir.

2 - les questions administratives qui impliquent des choix politiques clairs.

Il y a certaines questions qui sortent du cadre de l'expédition des affaires courantes, car elles impliquent des choix politiques clairs tels que :

- La nomination aux fonctions supérieures : L'article 37 de la

loi organique 065.13 énumérait parmi les questions qui ne relèvent pas de l'expédition des affaires courantes, la nomination aux fonctions supérieurs. Cette exclusion trouve sa justification dans le fait que la nomination à des postes de responsabilité est considérée comme l'une des décisions politiques à travers lesquelles le gouvernement incarne ses orientations et ses choix. Il s'agit d'un outil important pour la mise en œuvre de ses programmes, de sorte que le gouvernement sortant devrait s'abstenir de décisions de ce genre afin de ne pas engager sa responsabilité politique.

- Décisions modifiant le statut des institutions publiques et des services publics : La jurisprudence des expériences comparatives est allée considérer des décisions qui n'ont pas un caractère urgent et qui entraînent des modifications ou des changements dans le statut des institutions publiques et des services publics, ne relèvent pas de l'expédition des affaires courantes. la question va au-delà des affaires routinières qui peuvent être effectué par le gouvernement sortant pour assurer la continuité.

Dans ce sens, le Commissaire du Gouvernement Delvolvé a confirmé que les décisions qui incluent une modification du statut d'un service publique ou de son statut juridique sont en dehors du champ des affaires courantes. Le Conseil d'État belge dans un arrêt en 1975, a décidé que la décision qui introduit une modification du statut d'organisme public, est considéré une décision politique importante, car elle inclut une nouvelle initiative gouvernementale. Ce genre d'initiative sort du champ des affaires courantes[31].

- Décisions impliquant une modification ou une violation des droits reconnus par la loi : Ces décisions sont considérées comme des questions qui ne relèvent pas de la compétence du

[31] - Adel al-Tabtabai, les compétences du gouvernement démissionnaire : une étude comparative, Op.cit., p. 53.

gouvernement d'expédition des affaires courantes. La jurisprudence administrative au Liban, par exemple, lorsqu'elle a défini le sens de des affaires courantes, a reconnu que les décisions organisationnelles de base et les règlements qui modifient les dispositions légales et les droits reconnus par la loi, ne relèvent pas des affaires courantes. Il en a été de même pour le Conseil d'État français dans l'affaire des « Quotidiens d'Algérie », où il a invalidé la décision rendue car elle comportait une atteinte à la liberté de la presse réglementée par la loi[32].

CONCLUSION

La théorie de l'expédition des affaires courantes est l'une des théories importantes et modernes qui sert à gérer les Affaires Publiques. Il s'agit en fait d'un mécanisme politique qui permet aux responsables du pouvoir exécutif à continuer de gérer les affaires de l'Etat malgré le manque de soutien parlementaire pour assurer la continuité de service publique, même si que cette logique soulève des violations des principes du processus politique en général et des règles constitutionnelles en particulier. Cependant, l'intervention du législateur constitutionnel en stipulant ce mécanisme dans le document constitutionnel et en se référant à ses dispositions à une loi organique, atténuerait l'intensité des critiques qui pourraient être portées sur cette structure constitutionnelle.

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[32]- Idem.

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Political Rapprochement between Yemeni Islah party and Houthi movement in Yemen:

(Analytical study)

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Abstract

*This paper aimed to study Political rapprochement between Yemeni Islah Party and Houthi movement, the religious and political background of each has been addressed separately, the relationship between them before and after 2011, addressed the relationship while from conflict to cooperation to conflict, Research question was: To what extent has the political rapprochement between Yemeni Islah Party and Houthi movement affected Yemen's crisis?, The paper concluded with important findings and recommendations mentioned at the end of the paper***.**

Key Word: *Political Rapprochement, Yemeni Islah Party, Houthi movement, Yemen's crisis.*

Introduction:

Yemen is among the countries that have been experiencing political tension for several years, particularly after the Arab Spring revolts that ravaged many Arab countries, and civil war that erupted in 2015, In this context, some research and press reports indicate a political rapprochement between the Yemeni Islah party and Houthi movement in Yemen.

The relationship between Yemeni Islah party and Houthi movement in Yemen is a controversial topic and Important for understanding Yemen's political and social context, and Political Rapprochement is considered between these two political forces is a topic that attracts the interest of many academic researchers and political analysts, it carries many challenges and impacts on Yemen's current political situation.

This analytical study aims to highlight the importance of studying the political rapprochement between Yemeni Islah Party and Houthi movement in Yemen, Understanding the factors affecting this relationship, Challenges facing and potential effects of this convergence on events in Yemen.

Section one: Religious and Political background

1- Yemeni Islah party (Muslim Brotherhood)

The Yemeni Islah part is a Yemeni political party founded in 1990 and based in the Yemeni capital, Sana 'a, this party is the main branch of the Muslim Brotherhood in Yemen, and this gathering differs from most other Arab Islamists, combining tribal elements with the influences of the Muslim Brotherhood and the most militant Salafist groups in Yemen[33].

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[33] Amr Hamzawy (2009), "**Between Government and Opposition**: The case of the Yemeni Congregation for Reform", Carnegie Middle East Center, No.18, Washington, p 3

This party is part of a broad spectrum of Islamic parties and movements in the Arab world that participate in official political action, a unique case, unlike most Islamic parties and movements, Yemeni Islah Party did not enter the political arena as part of the opposition, Rather, began his participation in 1990 as an ally of General People's Congress Party, before it turned against it and becoming the main opposition party by the end of nineties, compared to other Islamic parties and movements operating in the Arab world, this party lacks a clear ideology, a programmed policy, and an ideologically motivated membership system, this party is mostly a traditional party and consists of tribal groups that share a loose commitment to the goals of Islamization of the state and Yemeni society, and to understand this party requires understanding the tribal character of Yemeni society.[34]

In religious terms, Yemeni Islah Party considers itself to be an Islamic party that adopts the rules of Islamic Sharia in its programs and political goals, the party seeks to promote Islamic values and their implementation in governance and politics, and in political terms, the party lives within the complex Yemeni reality full of political and social conflicts, and affected by regional conflicts in the region and global power wars, especially in recent years with Yemen's civil war and regional ramifications[35].

The Yemeni Islah Party was known for supporting the Yemeni revolution that led to the establishment of the republican

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[34] Ibid, p 26

See also:

Laurent Bonnefoy, Marine Poirier(2010) . **The Yemeni Congregation for Reform (al-Islâh): The Difficult Process of Building a Project for Change**. Catusse Myriam, Karam Karam. Returning to political parties?, Lebanese Center for Policy Studies, pp.61-99.

[35] عبد الله علي صبري، **الإسلاميون والديمقراطية في اليمن: تجربة حزب الإصلاح بين السلطة والمعارضة**، مركز رؤية للدراسات، مركز أروقة للدراسات والترجمة والنشر، القاهرة، 2019، ص ص 119-131

regime in Yemen in 1962, and it supports a democratic governance and human rights, and the party completely opposes authoritarian rule and tyranny and seeks to achieve a fair distribution of wealth and social justice.

However, like any other political party, views and attitudes within the reform party can vary according to leadership and members, some members may take different and objective positions on specific religious and political topics, the islah Party aims to realize the aspirations of the Yemeni people for justice, prosperity and the development of the country in line with Islamic religious principles.

2- Houthi movement (Ansar Allah group)

Ansar Allah Group is a political movement with a doctrinal dimension that seeks to build a new intellectual system emanating from ideological bases like other groups of political Islam, it is known as the Houthi movement relative to the actual founder of the movement Hussein Badr Al-Din Al-Houthi, the beginning of Houthi thought dates back to the early 1980s by the Zaidi scholar's hands of Salah Ahmed Fleeta, who founded the Youth Union Association, the stated aim of this movement was to preserve the Zaidi doctrines in front of Salafist tide, which began with the invasion of Yemen in general and Sa 'adah in particular at the time, where Zaidi accounted for the highest proportion of the population, the religious activity of followers of the Zaidi doctrine escalated in response to what they called the Wahhabi invasion[36].

Initially, it was in the form of a cultural forum that offered awareness-raising lectures, intellectual activities and religious lessons in doctrines, jurisprudence and interpretation, in addition to the teaching of rhetoric and the arts of response, in that period, the

36 نبيل البكيري، **جماعات الزيدية السياسية: الحوثيون**، موسوعة الحركات الإسلامية في الوطن العربي، ج2، ط1، مركز دراسات الوحدة العربية، بيروت، لبنان، ص 2385

sons of Badr Al-Din Al-Houthi, who were Hussein and Mohammed, were interested in introducing a teaching material on the Iranian Revolution and its principles within the association, in order to admire the Iranian model, Seeking to benefit from this model and employing the philosophy of the Iranian Revolution in line with Yemeni reality, With the establishment of Yemeni unity in 1990,

The Houthis benefited from the new political climate, which allowed for partisan and political pluralism in Yemen, They turned their activities into a political project, An organization called "Al-Shabaab Al-Mu'man" by Hussein Badr Al-Din Al-Houthi, which was based on the remnants of the Youth Union Association, After the resignation of Hussein Badr Al-Din Al-Houthi from the Yemeni parliament in 1997, Attention is paid to educational activities and courses, through lectures and lessons delivered occasionally, At the beginning of the third millennium, the political movement's objectives began to emerge more clearly, Scope expanded its activities in other Yemeni governorates.

The slogans of the political movement appeared, This movement of the Houthis led to a direct clash with Yemeni government agencies in that period, These confrontations resulted in the killing of Hussein Badr Al-Din Al-Houthi in 2004[37].

Religious background of the Houthis is one of the main reasons for the formation and development of the movement, Houthis believe in Imami Shia and the importance of maintaining the Imami Zaidi ratios, and they wish to regain Zaidi political power and influence in Yemen, Houthis also believe they are defending Shia rights and interests in Yemen in the face of Sunni hegemony[38].

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[37] جاسم محمد، **صناعة الإرهاب والإرهاب السياسي العراق، اليمن، أفغانستان**، ط1، دار الياقوت للطباعة والنشر والتوزيع، المملكة الأردنية الهاشمية، 2012، ص 97.

[38] الجزيرة نت، **"جماعة الحوثيين.. حركة يمنية جمعت بين الزيدية والنهج الإيراني والحكم العائلي"**، تاريخ الاطلاع 2023/12/15 على الرابط https://bitly.ws/36Q46

Politically, Houthi movement views itself as a resistance force to Yemen's government regimes, in particular, the Yemeni Government at that time " National Consensus Government formed after the 2011 Revolution", which the Houthis see as a Sunni Government and serving the interests of foreign Powers, Especially Saudi Arabia and the United States, Houthi movement adopts many political positions against the Yemeni Government's internal and foreign policies, it seeks to control political power in Yemen[39].

Houthi as a fundamentalist religious group is perhaps the semi-final version of the so-called Zaidi revivalism that has gone through several stages, In the 1980s I was represented by the Youth Stream phase founded by Salah Fleeta, Then the 1990s, which coincided simultaneously with the Al-Haq Party and Al-Shabaab Al-Mu'man Forum[40].

Section two: Conflict between Yemeni Islah Party and the Houthi movement before and after the 2011 revolution

The Relationship between the Islah Party and the Houthi movement represented a conflict relationship through the party's support for the State wars against the movement from the first war in 2001 to before the 2011 youth revolution, the revolution, known as the 11 February revolution, was the result of being influenced by the then Arab Spring Revolution, where the relationship here began to turn into another direction where one reconciliation brought them together was the overthrow of former President Ali Abdullah Saleh's regime.

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[39]مجموعة من الباحثين، **الحوثيون_الحقيقة العسكرية ومصادر الدعم**، أوراق سياسية، مركز صناعة الفكر للدراسات والأبحاث، وحدة الدراسات والأبحاث، بيروت، لبنان، 18 مايو 2015، ص 2

[40]نبيل البكيري، مرجع سابق ص 2385

Conflict between Houthi and Islah prior to the 2011 revolution was centred on Yemen's power and political balances, Houthi movement was active in areas of northern Yemen and demanded greater political representation and improvement of the economic and social situation of its followers.

Houthi joined the 2011 revolution, whose name was the peaceful youth revolution, they declared their support for it motivated by the principle of exiting the unjust ruler of their Zaidi doctrine, apart from the vendetta motive, perhaps against the regime of former President Ali Abdullah Saleh, who fought them for six years[41].

Their conflict escalated after the overthrow of President Ali Abdullah Saleh in 2011, As relations between them strained, several armed conflicts erupted, exacerbating Yemen's political and security crisis, however, negotiations took place between the Government at the time and the Houthi movement in subsequent years, Led to the signing of the Peace Agreement and national partnership in 2014, however, tensions continued and armed conflicts resurfaced in the following years, ultimately leading to the outbreak of the country's civil war in 2015[42].

After the Yemeni revolution in 2011, many conflicts emerged in Yemen, among them is the conflict between the Houthi movement (Ansar Allah) and Yemeni Islah Party, Conflict began after Yemen's government, backed by Saudi Arabia and the United Arab Emirates, accused the Houthi group of conspiring against the State and orchestrating violence, shortly after the Houthi group

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[41] Ibid, p 2387

[42] مجلس الأمن، **التقرير النهائي لفريق الخبراء المعني باليمن**، هيئة الأمم المتحدة، نيويورك، 2017، S/2017/81 على الرابط https://bitly.ws/UxUW

stormed the capital Sana'a and took control of it in September 2014[43].

The conflict between Houthi movement and the Islah Party was then rife, with Yemen's largest opposition party rejecting Houthi hegemony and embracing anti-Houthi, At the end of 2017, violent clashes took place between the Houthis and supporters of the Islah party in Sana'a and its suburbs, killing and injuring many people and displacing thousands of Yemenis[44].

It is important to note that this conflict is not the only one in Yemen, there are other conflicts between the rival forces in Yemen, this further complicates Yemen's political and security situation.

Section three: Political Rapprochement between Yemeni Islah party and Houthi movement

History of cooperation and tension between the Reform Party and the Houthi movement in Yemen has witnessed continuous transformations over the past decades, there was close cooperation between the party and movement in the face of the former regime and the political transition in Yemen, but over time, the relationship between the parties began to tension and clash[45], some of Yemeni Islah party media supported Houthi intellectual rights and defamed and criticized former President Ali Abdullah Saleh's regime[46].

From 2004 to 2010, There was close cooperation between Yemeni Islah party and Yemeni Government in the face of

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[43] مجموعة باحثين، **الحوثية في اليمن، الأطماع المذهبية في التحولات الدولية**: مركز الجزيرة للدراسات، 2008

[44] حمد يوسف أحمد، أزمة اليمن... حلقة في مسلسل انكشاف الدولة الوطنية العربية، **آفاق المستقبل**، العدد 27، سبتمبر 2015، ص28

[45] الجزيرة نت، **"تخبط الإصلاح اليمني في علاقته بالحوثيين"**، تاريخ الاطلاع 2023/12/15، على الرابط https://bitly.ws/36QeA

[46] 46 الجزيرة نت، **"اليمن مسارات الحرب السابعة"**، تاريخ الاطلاع 2023/12/20، على الرابط https://bitly.ws/36Ret

the Houthi movement, the parties' cooperation was to form alliances and unite efforts to counter the Houthi movement. Over time, the Houthi movement became more cooperative with Yemeni Islah Party and other anti-regime alliances[47].

However, the relationship between the party and the movement began to deteriorate in the following period, Disagreements and divergent interests have begun to emerge between the parties and tension has increased over many issues, including control of political and economic resources, power and ideology[48].

As the conflict in Yemen continued, the relationship between the party and the movement evolved into a state of ongoing collision, Armed clashes and political tension between the two sides were part of Yemen's political landscape, While the parties continue to talk about cooperation and dialogue, Yemen's political arena has witnessed a marked convergence between Yemeni Islah party and Houthi movement in recent years, The reasons for this convergence are several important factors that have formed over time, are as follows[49]:

1- This convergence can be explained by the existence of a number of points common to the political agenda between the party and the Movement, despite previous differences between them, however, they share their desire for independence and social justice in Yemen, as stated in their statements and some research reports, this means that on some key issues there can be consensus and cooperation between them to achieve these common objectives.

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[47] الجزيرة نت، **"عن جدلية السياسي والطائفي في اليمن"**، تاريخ الاطلاع 2023/12/18، على الرابط https://bitly.ws/36QfP

[48] الجزيرة نت، **لقاء "الإصلاح" و"الحوثي" موجه لمن؟**، تاريخ الاطلاع 2023/12/18، على الرابط https://bitly.ws/36QkW

[49] Ramon Blecua, (2015), **"A revolution within the revolution: The Houthi movement and new political dynamics in Yemen"**, Elcano Royal institute. Pp. 1-9

2- The political rapprochement between party and movement can be the result of the difficult political and economic conditions facing Yemen, In the light of the ongoing war and economic crisis, the political parties may find it necessary to cooperate and converge to address common challenges and find solutions to the problems of the Yemeni people.

Moreover, the political rapprochement between party and movement may have regional and international dimensions, External interventions may seek to strengthen cooperation between Yemen's conflicting parties in order to achieve their strategic interests.

The relationship between Yemeni Islah party and Houthi movement in Yemen is one of the most prominent political topics that attracts the attention of many, Analysing the internal and external factors that have led to the parties' political rapprochement is therefore crucial.

Internally, there can be several factors that have contributed to political convergence, among which may be similar political objectives and visions between party and movement, they may have common interests to cooperate towards, moreover, factors such as race and tribal affiliation may also have the effect of promoting such convergence.

Externally, there can be other factors contributing to the political convergence between party and movement, there may be external interventions from regional or international forces seeking to strengthen that relationship in order to achieve their political or strategic interests in the region, there may also be external interventions by other States that seek to limit one party's influence and strengthen the influence of the other.

Political rapprochement between Yemeni Islah Party and Houthi movement in Yemen has a significant impact on Yemen's political and security situation, Yemen is characterized by a

complex political history and strong political competition between different parties, However, the political rapprochement between Yemeni Islah Party and Houthi movement is a significant development in Yemen's political arena.

The importance of this convergence is focused on its impact on Yemen's political and security situation. At the political level, the convergence can enhance cooperation and dialogue between the various parties, this contributes to political stability in Yemen, and this convergence may also lead to the formation of strong political alliances and the consolidation of efforts to address important national issues.

On the security front, the political rapprochement between Yemeni Islah Party and Houthi movement could reduce conflict and security tensions in Yemen. When the various parties are able to work together and reach political agreements, this may lead to a reduction of security tensions and increased stability in the disputed areas, however, it should also be noted that the actual impact of the political rapprochement between the Reform Party and the Houthi movement may be diverse and complex.

The analysis of the future relationship between Yemeni Islah Party and Houthi movement in Yemen is an important topic worth studying in depth. Over the past years, the relationship between these two groups has witnessed significant developments, ranging from convergence, tension to even armed engagement.

From the political level there seems to be some convergence in the positions of Yemeni Islah Party and Houthi Movement on some national and regional issues, some of the party's statements may indicate its willingness to negotiate with the Houthis a peaceful solution to the Yemeni crisis. At the same time, some statements by the Houthis may express their willingness to dialogue and negotiate with other political parties in Yemen, Socially, Yemenis suffer from insecurity and instability, high rates of crime and violence, the

political rapprochement between Yemeni Islah Party and Houthi movement may exacerbate these social problems. The political escalation could increase tensions and conflicts in society, and economically Yemen was experiencing a significant deterioration in the economic situation. Where various infrastructure and economic sectors have been damaged, the political rapprochement between Yemeni Islah Party and Houthi movement may affect economic stability, investment promotion and infrastructure development, this makes it more difficult to restore the Yemeni economy and improve citizens' lives.

However, we must bear in mind that there are several factors affecting the future relationship between Yemeni Islah Party and Houthi Movement, the issue of control over resources, strategic areas and political influence remains crucial in shaping this relationship. We must also take into account external interventions and regional forces affecting Yemen's political dynamic.

Conclusion

After conducting the study and considering many information and data, we can draw several important conclusions that affect Yemen's political research and understand the political rapprochement between the Islah Party and the Houthi movement, are as follows:

1- It is clear that there is a shift in the relationship of Yemeni Islah Party and the Houthi movement from objection and conflict to rapprochement and cooperation, this may be a strategic shift aimed at strengthening the belligerents' power vis-à-vis other powers or may be due to changes in the political agenda and common interests.

2- It is noted that the political rapprochement between Yemeni Islah Party and the Houthi movement directly affects Yemen's

political dynamics, this could lead to the formation of new alliances or changes in the distribution of political forces.

3- By examining this convergence, we can understand more about the motivations and interests of the warring parties in Yemen and how they are influenced by the transformations of political and economic reality, there may be internal and external factors affecting this relationship and constituting political alliances and trends in Yemen.

After all, we must acknowledge that these conclusions may be principled and need further research and analysis to further clarify the relationship between the Yemeni Islah Party and the Houthi movement in Yemen.

Recommendations:

Research paper made the following recommendations, After the analysis of the political rapprochement between the Reform Party and the Houthi movement in Yemen, some important recommendations for the future and political development in Yemen were reached, and Political stability is vital for Yemen, and therefore the implementation of these recommendations may contribute to the strengthening of Yemen's national unity and internal peace:

1- The need for a neutral and impartial political environment, and political efforts and government institutions must be independent and impartial, to ensure the distribution of justice and equality throughout Yemen, Democracy and respect for human rights must be strengthened and the political participation of all parties encouraged.

2-Dialogue and understanding between the Yemeni Islah Party and the Houthi movement must be strengthened, there must be sustained efforts to promote trust and mutual understanding between the two sides, facilitate dialogue and negotiation to resolve

political differences and conflicts, whereby national dialogue committees can be established and bilateral meetings between political leaders strengthened to promote dialogue and understanding.

3-International efforts must be strengthened to help achieve peace and stability in Yemen, The United Nations and International Organizations must play an active role in facilitating these efforts with realistic credibility that touches the ground in the Yemeni arena.

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PROMOTING PUBLIC PARTICIPATION IN DEVELOPMENT PLANS

(The Prospect for Sustainable Greater Khartoum)

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ABSTRACT
*Public participation (**PP**) is important and means more to the citizens, hence is not only about development plans, but also about lives and livelihoods. It is offers citizens a perspective of their future, health, destiny, and community. As a result, **PP** encouraged an innovative process, that guarantees the efficiency of sustainable development plans, and promotes a sustainable new way of living in community. Sustainable development plans demand an increasing role of **PP**, within the frame of efficiency of sustainable planning process. Development plans in Greater Khartoum (**GK)**, should perform a methodological process that is to be structured over distinct sequence stages, providing the development of continuous interactive, integrated and participative planning. The process of involving the public makes the results more relevant to the population's needs, and creates a livable city. In fact, participation provides local knowledge and thus makes the planner decisions more appropriate to local specificities. This paper states a short history of public participation in development plans. The history seeks to challenge the profession's view of participation, as simply the public processes designed and controlled by planners. Also it suggests a methodology for sustainable development plan **(SDP)** in **GK**.*

Keywords**: public participation (**PP**), sustainable development plan (**SDP**), Greater Khartoum **(GK)

1.0 INTRODUCTION

The concept of involving the community as a framework for driving the urban decision making process, is premised on the idea that in order to maximize the quality of life of urban residents. It is appropriate to ask them what they think needs improving. People of all backgrounds are eager to define the future form of their communities, but they are severely handicapped by lack of information presented and organized, in a useful and accessible manner. Effective **PP** can help government officials and other professionals to create better planning alternatives. It makes a city where people have the feeling of belonging and a wish and not compulsion to stay in that place, to improve and build it, considerably reflects the essence of the notion of social sustainability. **Danijela, 2003**, described that, there is no sustainable city without creative activities of its citizens. An active citizen is a pre-condition. If a citizen is to be active, has to be interested. To be interested, has to be informed. To be informed has to live in a democratic system.

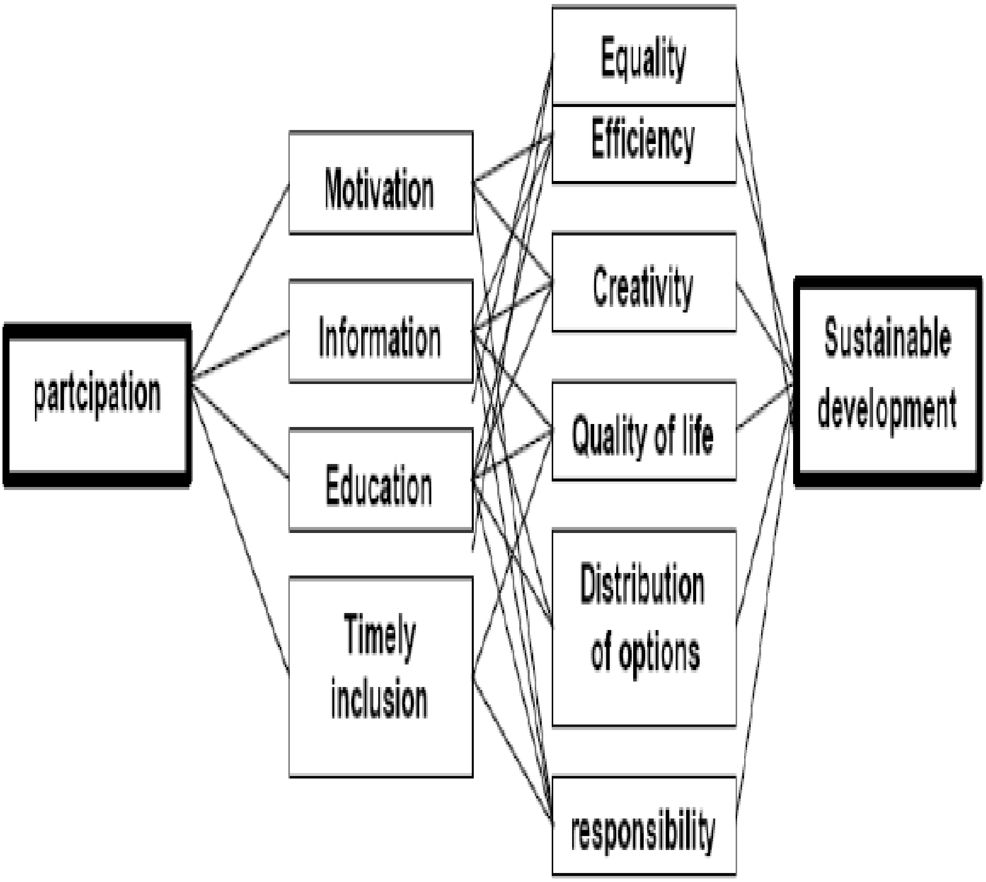
From the start of Mac Leans plan 1910 in **GK** limited **PP** actions were promoted, in order to involve the local agents, stakeholders and the population in the decision of specific local key issues, and define the appropriate priorities within the goals and strategies previously settled. This situation resulted in drastic defects in development plans in **GK**.

2.0 PUBLIC PARTICIPATION (PP)

PP is defined as the mean by which members of a community are able to take part in the shaping of polices and the plans, that affect the environment in which they live (Whittick 1974). The idea of PP was first initiated in United States, by the advocacy planning movement, during the 1960's. The concept of it, "voice of the people", has become important in a planning decisions process (Diagram 1). In its various forms, participatory planning has been instigated by different institutions and within the context of many different agendas. Such agendas include political manipulation,

consultation, redistribution of power, and marginalized communities (Milovanovic, 2003).

Diagram 1: Participation of citizens as a necessary condition of achieving Sustainability



Source: Milovanovic, 2003

The reasons for encouraging the public to participate in development plans can be summarized as:

1. Presentation of democracy as a system that, generate the right and freedom to express views. The right to access

information to lodged comments, to initiate legal proceedings, and to participate in all stages of planning process.

2. Encouragements of collaborative work decision-making process. A carefully designed participation program creates an open environment, to exchange information and ideas between the general public, decision makers, and the planners. This requires that planners consider an array of opinions; especially those rose by minority groups such as; low income, elderly populations, and the disabled. This way, participants establish a collective vision of the future, and many share responsibilities of any arises problems as well as founded solutions.

A desired development plan is characterized by the degree of the public involved in each step of the process. However, besides these advantages of involving the public in a development plan, there are also certain numbers of disadvantages associated with the process (Hudson Smith, 2005). These are;

1. Accessibility of necessary technologies to all involved groups of a community;
2. Trivialization of the decision making process; and
3. Possibility of bias, i.e. the inclusion of a desirable opinion in the system at all levels of the process.

3.0 DEVELOPMENT PLANS IN GREATER KHARTOUM

3.1 HISTORICAL BACKGROUND

Since Khartoum was first assigned by the colonial authorities in 1898 as a capital city for Sudan, only four development plans were adopted.

1. Mac leans plan, Doxiadis plan, MEFIT plan and Doxiadis and Mustafa plan. Recently a new structural plan is in the process of being prepared. As stated by Hafazalla, 2008, these plans were not adopted on regular or periodical basis as it should be, it's preparation was often linked with the prevailing political and economic condition. The Mac Clean plan, 1912, was the first plan for GK. It was fully implemented despite difficulties with qualified and skilled manpower and financial resources.

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2. The Doxiadis plan 1960-1980, the second plan, was officially approved in 1960 and consequently implemented by constructing new roads and two bridges with enlargement of the old bridge over the White Nile. A few villages were incorporated into the urban fabric as demand for residential and other land uses. It is estimated that the overall performance of the plan did not go beyond 40% as the plan failed to anticipate growing waves of population. Further, failure to implement the major relocation proposals of the railway station, the airport and the army barracks has exacerbated deficiencies, and, coupled with financial and administrative decisions, left possibilities for the government for a fresh planning exercise for Khartoum Metropolitan.

3. The MEFIT plan 1975-1990, was the third plan and although the plan was not approved officially (mainly due to administrative shortcomings) its orientation and recommendations continued to guide the planning of Khartoum for two decades. It is estimated that the plan's overall performance is only 20%. The main obstacle that hampered the performance includes the general weakness of

the executive planning institutes, lack of project finances, political instability and the conflagration of squatter settlements in an un-preceded wave of rural urban migration.

4. Doxiadis Associates and AM Mustafa, the fourth plan 1990-2000, was presented to the Council of Ministers and it is estimated that the plan performance was only 15%. It is somewhat paradoxical that the plan remains un-implemented, yet more actions and projects in the structure plan have actually been executed. Perhaps the reasoning behind having a ‘Structure plan’ rather than a rigid Master or a set Development Plan is after all what was needed (KPP-05).

3.2 CURRENT SITUATION

Khartoum Planning Project 2005 (KPP-05) is a new plan and invitation for tender was issued during 2005 for local and international consultants to propose their capacity to carry out this task. According to the invitation book the plan is expected to consider demographic changes for a horizon of 20 years. The structural plan will be for 10 years and subject to monitoring and evaluation programs. Monitoring and evaluation will be effective every 5 years during the implementation phase, and can suggest changes in local plans. The governor of Khartoum State, the Ministry of Physical Planning and Public Utilities, and the local research are all working together on this plan. The UN-HABITAT office in Khartoum is expected to provide some assistance for this project.

Developers in GK have played huge roles in influencing the way development occurs, particularly through project-based planning. Many recent developments were results of large and small-scale developers who purchased land, designed the district and

constructed the development from scratch. Almogran project (Centre of Khartoum), for example, was largely an initiative pushed by private developers, who sought to redevelop the waterfront, into high-end residential and commercial areas.

3.3 PROBLEMS OF DEVELOPMENT PLANS

The traditional methods used in GK were not suitable, for meaningful involvement. It has faces so many problems such as; lack of integrity, incomplete databases, and difficulty in handling ad hoc queries and updating system information. New methods of participation need to be proposed to supplement traditional ones like public meeting and consultation documents (Gumaa', 2006). Why the development plans in GK did not work and why the existing conditions are far behind the desired levels? (Hafazalla, 2008). As the author suggest that the main reason behind this are the following factors: -

1. lack of knowledge and willingness of the planners to include the public in the development plan from the very beginning,
2. Insufficient knowledge of information technology potentials in solving the development plan problems.

Development plans in GK involves five key groups of people each with different roles (Table1) these comprising:

1. National politicians: providing the legislative framework for planning and developing national development policies
2. Local politicians: using the national framework to implement development at the local level and setting local political priorities
3. Planning administrators: advising local politicians on the implementation at the local level of agreed national and local policies

4. Technical planners: preparing and submitting actual development proposals for approval by the local planning administration and implementing approved schemes
5. The public: electing national and local politicians and offering their views at various stages of the plan preparation and development implantation process

Table 1 Actors in Urban Planning in KM

Urban Planning Committees	Actors in Planning				
	National politicians	Local politicians	Planning administrators	Technical Planners	The public
State Committee	1		13		0
Delegated Committee			5		0
Technical Committee			12		0
District Committee		1		7	2

Source: author

Development plans in GK are the responsibility of the Ministry of Physical Planning and Public Utilities. There are four planning committees (Table 1). The state committee is a highest committee in the state and it is functions are to set the comprehensives planning of the state. The delegated committee is concerns with the renewing of approvals that surpass one year. The technical committee is concerns with the approvals of the details planning. The district committee concerns with the approval of the services buildings and executes regulations drawn from the others committees (Zakia, 2008). Although these committees include a number of experienced members in the field of urban planning but there is a limited number of public who participate in the produced output (Table 1).

4.0 PROPOSED SUSTAINABLE DEVELOPMENT PLAN (SDP)

Some major decisions in GK concerning development plans are often taken without satisfactory considerations, for their impact on the urban structure. For example, METHIT plan and Doxiadis and Mustafa structural plan have allocated the new proposed international airport at Alhaj Yousif north-east GK. Later, in 2006 the authorities choose a new location south-west GK, without adequate consideration of the expected changes in GK structure, and the dynamics of land uses created by the change in land prices. Such decision must have been incorporated within a new structural plan, not to be taken as an independent major planning decision.

Current development trends in GK are so diversified and many-sided that it is not possible to get one consolidated picture, of the philosophical basis of the applied planning concepts (khair,2010). The suggested methodology to be used for the proposed sustainable development plan (SDP) in GK consists of a process of six sequential stages as elaborated below.

Stage 1-Data Collection

This stage contains systems of collecting, analyzing and evaluating data about the users and the case study. It identifies the followings;

1. The contents and aims of a system;
2. the user groups and their requests;
3. the structure of used case process; and
4. means of collecting data and analysis of process

Stage 2-Data Analysis

This stage contains the system checklist, user profiles and thematic and spatial data. It defines the followings;

1. The system and the case study.
2. Users requests checklist;
3. Influencing factors concerning development plans in general and the case study in specific.

Stage 3-Strategy Development

This stage contains the summary of the system checklists and user's needs, based on the analysis of thematic and spatial data. It defines the followings;

1. Matching of result- expectation of user groups requested from the system and technology available;
2. Summary of the general requirements, and those concerning the specific case study; and
3. Asses' type of software and technology to be used, to develop e-planning system, as well as the data type involved. This is in relation to data modeling tools, visualization tools, simulation tools and interaction tools.

Stage 4-Quick win proposal development

This stage transfers the summary of stage 3 to design language in order to;

1. Produce technical models that mediate designer's language to facilitate coding and cooperation.
2. Develop interactive model for system interface.

3. Implements quick win proposal with its most essential functions.

Stage 5- proposal evaluation

This stage acts as a base for discussion, about technical development of the system. Users use their local government web site to;

1. Assess the quick win proposal.
2. Validate the models produced by quick win proposal.

Stage 6-System implementation

This is a revision and evaluation stage. It revises the system in general and identifies the followings;

1. Revision of the models produced, for quick win proposal, in term of the stated
2. evaluation.
3. Develop system optimization, based on the revised model.
4. Implementation of result and optimized system development.

These stages are developed sequentially, and dependent of each other, so that the next stage only begins after the evaluation/validation of the previous one. For this evaluation it is crucial for the population to be involved in the process, giving the decision makers an accurate knowledge of the area and its specific needs. During all its stages – from data collection to implementation – the process must have both the population and administration's participation, through constant evaluation and validation, in order to guarantee that the relation between the community and the final urban proposal, as well as it's faster implementation. It is important to mention that the population's involvement and participation, as well as of other interested parties, is a decisive factor for the success of the Sustainable development plans.

PP accompanies the process at all stages, either by providing information or by the creation of plan monitoring commissions. The effective participation of both population and local administration during the entire process is a major factor for its efficiency, since increasing the partaking of the intervening actors prevents the occurrence of potential conflicts, guaranteeing a faster acceptance of the new ideas for urban structure. Another major factor for the efficiency of the Sustainable development plan is the implementation stage, during which the project's execution is permanently evaluated.

Some Software is proposed as participation and commenting tool for the suggested sustainable development plan in GK (table 2). This Software showing the residents the effects of different proposals, and allowing them to participate actively in the development plan. Also illustrates the utilization of the Internet and web technologies, to increase public knowledge and education in the development plan. This should be presented in a web site which offers an easy and fast access to desired information and gives opportunity for users to test their understanding of collaboration, in development plan through some simulations and scenarios. The web site also provides an environment of discussions and message exchange among the users.

Table (2) Proposed Software of each stages

Stages	Stage Contents	Participation of public in various stages of the planning process	Internet Software should be designed for each stage
Stage 1	○The contents and aims of a system; ○The actor groups and their requests; ○The structure of used case process; ○means of collecting data and analysis of process	information regarding Problems in the field	On-line Polls
Stage 2	○The system and the case study. ○Actors requests checklist ○Influencing factors concerning IePA and the case study in specific	Discussion about actual problems or wishes and visions for the future	On-line Discussion Forums
Stage 3	○Matching of result ○Summary of the general requirements ○Asses' type of software and technology to be used	Requests to give opinions, conditions and approvals on development projects	On-line Services – forms and documents in electronic form
Stage 4	○Produce technical models that mediate designer's language to facilitate coding and cooperation. ○Develop interactive model for system interface. ○Implements quick win proposal with its most essential functions.	Public insight in planning documents, alternative options and scenarios with the possibility to react	On-line GIS, 3D , VR
Stage 5	○Assess the quick win proposal. ○Validate the models produced by quick win proposal	Interactive participation of public in the creation of a planning solution	On-line Planning Support Systems (PSS)
Stage 6	○Revision of the models produced for quick win proposal in term of the stated evaluation. ○Develop system optimization based on the revised model. ○Implementation of result and optimized system development.	Participation of all participants in plan adoption	On-line Decision Making Support Systems (DMSS)

Source: Author

5.0 CONCLUSION

One of the cornerstones of democracy is the idea that PP is essential to good government. The key benefit of it is to improve or enhance outcomes through more informed decisions. PP is about sharing information and involving the community and key stakeholders in the decision making process. It includes the implicit commitment that the community's contribution will influence the decision. The success of the development plan depends on the active participation and co-operation of the people. The traditional methods used for development plan in GK were not suitable for meaningful involvement.

It has faces so many problems such as; Lack of integrity, incomplete databases, and difficulty in handling ad hoc queries and updating system information.

New methods of participation need to be proposed to supplement traditional ones like public meeting and consultation documents. Accordingly, the local planning authorities in GK are required to adopt the suggested methodology for the development plans, and to develop web sites policies and procedures, for ensuring pp, in community development issues.

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The effect of practicing professional skepticism on the quality of auditor's performance

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Abstract

This research aims mainly to determine the impact of the existence of an impact between the components of the audit risk and the quality of the audit, and the research began with a major problem that included several questions revolving around the nature of the affective relationships between the variables in the field, although international auditing standards oblige the auditor to design the audit process in a way that ensures reasonable assurances about the discovery of material errors, in order to reduce the audit risks that surround the institution under audit, and the components of audit risks can be expressed in (detection risks, risks control, acceptable audit risks and inherent or inherent risks), Which represents the audit risk model that reveals to the auditor the various risks that he is willing to bear and has adopted the descriptive analytical approach as a basic approach in the research, the audits were studied in one of the audit companies approved by the Markets and Securities Commission in Iraq. Audit data was used from audits conducted over a specified period of time, from 2018 to 2019. The audits of 25 clients spread across six different sectors were studied. The research aims to analyze financial statements, audited reports and audit risk levels, maintaining the confidentiality of the company name, the names of the customers included in the study and the data used in the company's working papers. Through the research, many conclusions were reached, the most important of which was that the use of financial indicators and the focus on the quality of auditing contribute to enhancing the effectiveness of the auditor's opinion and improving the continuity of audited clients. The company's high audit quality level also reflects its dedication to providing professional and reliable services to its clients. The research came out with a set of recommendations, the most important of which is the need for the Securities and Financial Markets Commission in Iraq to pay serious attention to the quality of audits and link them to the risks facing financial reports.

Keywords: *rofessional skepticism, auditor's performance, audit risk .*

Introduction

The audit industry has come under increasing pressure in recent decades to achieve higher quality to reduce the risk to the financial community of making decisions based on misleading data. Persons affected by these misleading statements tend to hold auditors accountable for the damages they suffer due to these decisions. In fact, the auditor's fear of the legal risks and risks associated with trials encourages the profession to adopt the risk approach in the practice of professional auditing.

Although the profession has paid great attention to quality and addressed it through the application of professional standards for auditing, and despite the sometimes focus on obtaining the elements of a good audit through the size of the office and reliance on professional culture and experience, challenges remain. The audit risks faced by the auditor in the exercise of his work require more comprehensive procedures to reach a higher quality that protects and preserves the auditor's reputation from legal risks. This makes testing the impact of an auditor's assessment of audit risk on audit quality important, and this is what the current study is doing.

Literature Review

Organizations are witnessing rapid changes and developments that cast a shadow on their success, survival and continuity, in performing their duties and tasks required in an accelerated environment characterized by continuous change, as it imposes on them a set of challenges that require them to invest their strategies and employ them in a way that makes them able to renew and revive their resources compatible with their strategies in a way that ensures achieving alignment with their environment, responding quickly to their requirements, and working to ensure that their

outputs are compatible with the actual needs of society. All organizations operate in a dynamic, highly complex environment, which has to adapt to work within ever-changing administrative, economic, technological and societal frameworks.

The problem of the study lies in determining the presence of an effect between the components of audit risk and the quality of the audit. Risk is the main factor in all financial decisions, and the audit, whose decision is represented in the auditor's opinion regarding the extent of disclosure in the financial statements, must depend on audit risk factors like other strategic financial decisions, without being satisfied with descriptive studies that focus on the definition of quality, its factors, inputs and outputs and other standards that dealt with quality. This study seeks to understand the impact that audit risk assessment can have on audit quality in Iraq, with the aim of improving the efficiency and effectiveness of audits. The study aims to explore and evaluate the relationship between auditors' assessment of audit risk and various aspects of audit quality, including inherent risk, material misstatements resulting from fraud, risk of control, risk of planned discovery, and material misstatements resulting from error and fraud.

The study is of great importance as it is directly related between audit risks and audit quality, and this is the focus of attention of the parties benefiting from audit services. This vital link fosters a sense of comfort and confidence for decision-makers, allowing them to rely on reliable audit services to make critical decisions.

The study will test and test the impact of audit risk assessment on the quality of audits conducted in Iraq. The research aims to benefit from the results of these tests to enhance the accounting profession in Iraq in general, and to enhance the quality of services of audit companies and offices in Iraq in particular.

To complement the requirements of the research and in order to answer the questions raised by the researcher in the research problem and test its hypothetical scheme, the research adopted a set of hypotheses to answer these questions as follows:

There is a significant correlation between audit risk and audit quality at the significance level of 0.05 and the following sub-hypotheses emerge from it:

1. There is a significant correlation between the auditor's assessment of the audit risks inherent in the quality of the audit.

2. There is a significant correlation between the assessment of

The risk is defined in the context of an audit as the possibility of a loss or decline in profit or lead, which differs from the expected expectations of the outcome of a decision or activity (Inventory, 2014, p. 28). Risk can also be defined as the possibility of a bad outcome, loss or other undesirable occurrence due to uncertainty (Arar, 2009, p. 17).

It should be noted that the concept of risk is not new in the field of audit or to the auditors responsible for taking the appropriate audit actions, which constitute the audit program. This concept has been referred to in the auditing standards since the last century (Alderman et al., 1989, p. 55). In 1983, the American Association of Auditing Accountants (AICPA) provided a definition of audit risk in its statement No. 47 entitled "Audit Risk and Materiality in the Audit Process", describing it as "the risk of the auditor failing to give a valid opinion on materially distorted financial statements, without his knowledge of such misstatement", and this definition is identical to the International Federation of Auditing Accountants' (IAASB) definition of audit risk, as it is contained in IAS 400 of 1991 and also in IAS 200 of 2014, which Risk auditing is defined

as For its part, the International Federation of Accountants for Auditing (IFAC) considered that audit risk does not include the auditor's view of material misstatements in the financial statements when there are no material misstatements. These risks also do not include the auditor's business risks such as legal losses, adverse publicity losses or other events that may arise in the audit of financial statements (IAASB, 2014, p. 91).

Peter, 2019 described audit risk as the risk of the auditor not providing an appropriate opinion on the financial statements as a result of incorrect conclusions during the audit process, and therefore the auditor's incorrect opinion towards those statements (Peter, 2019). Peter added that audit risk can be expressed as the risk of an auditor's failure to make the necessary adjustment to his opinion on financial statements that contain material misstatements (Peter, 2011). International Standards on Auditing indicate that the auditor is unable to fully reduce the audit risk and therefore cannot obtain absolute assurance that the financial statements are free of material misstatement, due to implicit limitations to the audit process, which leads to providing most of the evidence that the auditor relies on in reaching his conclusions. The concept of quality is one of the modern concepts that appeared in the last quarter of the twentieth century, and its concept changed after the development of management science, the emergence of large companies, and increased competition. Quality is defined as the set of qualities and characteristics that characterize a product or service and lead to meeting the needs of consumers and customers. Quality aims at product design, manufacturing, and performance in a way that satisfies and pleases consumers (Nkeh and Al-Asadi, 2013, p. 264). Quality is also defined in the Oxford Dictionary as the high degree of quality or value.

With the development of economic life, the European Community has developed a quality standard, ISO (International Standardization Organization). This standard focuses on requiring organizations to follow procedures within systematic quality management. The International Organization for Standardization sets global standards for the quality management system in organizations, whether productive or service. Despite the importance of the concept of audit quality, a comprehensive and clear definition of it has not been standardized. This is due to the presence of multiple and different views towards it. Despite this diversity, two main schools can be distinguished in the definition of knock quality.

First School: DeAngelo's definition of audit quality:

De Angelo's (1981, p. 186) definition of audit quality is one of the most widely accepted definitions in the field of auditing. Audit quality was defined as the probability of the auditor detecting and reporting any breach in the client's accounting system. De Angelo won in his definition that independence is the factor that increases the likelihood that an auditor will report errors. According to De Angelo's definition, audit quality means an increased auditor's ability to detect misinformation in financial statements through the power of independence. Quality has been divided into two parts: the first relates to the auditor's eligibility and the second concerns the objectivity of the auditor and his conduct with respect to misleading in the financial statements.

However, the definition did not specify precisely how audit quality would be measured, whether from a stakeholder point of view or through audit inputs or outputs. It is also not specified whether quality should be measured during the engagement phase or after the end of the investigation, and whether it is related to the quality

of the client or to the information being audited. Although it is the most widely used definition in the field of audit quality, it is not defined in detail, as well as Based on this definition, audit quality can be measured indirectly through key indicators. Studies indicate that statistical estimates of estimated accruals in financial statements are one of the most commonly used agents to measure audit quality. It is assumed that company representatives are trying to manage annual results to maximize benefit, so the quality of the audit in this context means that the auditor is able to prevent estimated accruals in the financial statements. There are also other agents for audit quality as defined by DeAngelo, such as continuity reports that can be used as an indicator of audit quality in applied studies.

Indeed, DeAngelo's definition correlates audit quality with financial reporting quality. A financial report represents high audit quality when the auditor performs actions to prevent error and presents them in his report. DiAngelo considers the level of assurance that there are no material errors undetected and not presented in the auditor's report to be a measure of audit quality.

Second School: Level of Compliance with Standards

The orientation of this school indicates that the auditor achieves high quality if his work is fully matched to the relevant standards. The level of compliance with audit standards is an indicator of the level of audit quality. The results of peer audits, inspection results of oversight boards such as PCAOB in the United States, and lawsuits against auditors are the best indicators of the level of audit quality available.

Among the adherents of this school, Copley et al., 1993, Krishnan et al., Wiemann, 2011, McConnell et al., 1998, Aldhizer et al., 1999, and Niemann, 2004 can be mentioned. However, Krishnan

and his colleagues criticized this school, noting that the overall goal of the audit process is not to strictly comply with the relevant standards, but rather to ensure access to high quality financial reporting. This view was endorsed by the European Commission in 2010 through the Committee on Audit Policy Development at European Level.

Measurement of the dependent variable audit quality AQ:

In his study, the researcher relied on the use of a model to measure the quality of auditing based on previous studies and research that dealt with the subject of audit quality. This model was used to assess the quality level of audit in a study shop company. Audit risk estimation data were obtained at the analyst company to study the relationship between audit risk and the audit quality index.

Accordingly, the researcher used multiple logistic regression test to analyze the data and study the relationship between the variables. The auditor's opinion on the continuity of the audited client was used as an indicator (agent) of audit quality, and was linked to the ZFC Scale. This model was determined to measure audit quality based on previous studies on this topic mentioned in the first and second semesters of the study, such as (2011, Francis) and (2010, Saleh).

Audit Quality Measurement

The audit quality indicator "Continuity of the audited customer" is used in the regression equation by the following values:

1. Value (0): Indicates the auditor's correct opinion on the continuity or non-continuity of the client under audit. It means that the auditor has provided a correct report that correctly reflects the client's continuity status.

2. Value (1): Indicates that the auditor has made a type 1 error, when the auditor incorrectly indicates in his report that the client under audit cannot continue. It means that the auditor has submitted a report stating that the client is not going on wrong.

3. Value (2): Indicates that the auditor has made a type 2 error, when the auditor incorrectly indicates in his report the possibility of continuing the client subject to audit. It means that the auditor has wrongly submitted a report stating continuity.

ZFC Measurement Zemoseki Scale:

The weighting-based model for a set of financial ratios is based on expectations of financial default. Zmijewski included three financial ratios in his model using financial reporting for a group of companies from 1972 to 1978. These financial ratios are:

1. Return on Total Assets (ROA): It is calculated by dividing the net profit by the average total assets. It helps measure the efficiency of using assets to make profits.

2. Leverage Ratio (LEV): calculated by dividing total liabilities by total assets. It helps assess the extent to which a company uses debt financing relative to its working size.

3. Liquidity: It is calculated by dividing current assets by current liabilities. Reflects the ability to meet outstanding liabilities in the near term.

Through probit analysis, which is based on the aggregate function of the normal distribution, the probability of financial default is measured. The value of the function ranges between zero and one, where the closer the value to one, the greater the probability of financial default, and vice versa, the closer the value to zero, the less likely it is to default (Saleh, 2010, p. 462).

The researcher believes that it is necessary to include the Zemosiki scale to measure financial default in the regression equation. This measure will be examined in the following section to confirm or deny the validity of the auditor's opinion on the continuity of the client subject to audit.

Looking at the available data, the average Zemosky score for all the companies studied is 0.146. The lowest value ranges from approximately 0.000001, suggesting that the company is far from financial distress. The highest value was 0.899, which is above 0.5 and close to one, indicating that there is a high probability of the company's financial default. In the following table, some descriptive statistics and the distribution of companies according to their scores on the Zemoski scale are presented.

Table 1 Descriptive statistics of the Zemosky scale

	Standard deviation	Average	Upper limit	The bare minimum	Sample size*2
Zemosky scale	0.25	0.165	0.899	0.00001	2*25

The table shows that most companies scored low relative to the Zemoski scale, indicating their distance from financial distress. , it turns out that the companies studied scored low on the Zemoski scale. In this context, it is assumed that the Zemosky scale is used to assess the level of financial distress of companies.

When a company scores low on the Zemoski scale, it indicates that it is far from financially distressing. Accordingly, companies with low scores on the scale can be considered more financially stable,

and have the ability to meet their financial obligations and achieve sustainable growth.

The following table shows the distribution of Zemosky scale values for the fifty audits:

Table 2 Percentage of financially distressed customers according to the Zemoski scale

Percentage	There is a financial distress	Number of customers corresponding to	Zemosky scale
%84	No	21	Less than 0.5
%16	Yes	4	0.5 or more

It was found that there were eight companies that had Zemosky scores above 0.50 (i.e. above 50%), suggesting a potential for financial default in those companies. In contrast, the remaining 21 companies had Zemoski scores below 0.50, suggesting they are far from financial distress. According to this information, eight companies with Zemosky scores were found to have exceeded the value of 0.50, indicating the possibility of financial distress in those companies. This means that there are financial risks that these companies may face and may need additional attention to ensure their financial stability and ability to meet their financial obligations. On the other hand, the remaining 21 companies had Zemosky scores below 0.50, Which means that it distances itself from financial distress. In light of this, these companies are considered more financially stable and have the ability to deal well

with financial challenges and maintain the sustainability of their business.

It is clear from scores above 0.50 that this criterion is an important barrier to identifying companies that may face financial difficulties. It is essential to carefully monitor these eight companies to assess potential risks and take measures to address any potential financial challenges in the future.

However, it should be taken into account that the interpretation of scores and conclusions related to financial distress must be based on specific criteria for the Zemoski scale, as well as other factors affecting the general financial position of the companies studied.In the same context, Table (4) shows the results of the comparison between the findings of the Zemoski scale and the auditor's opinion on the continuity of the audited company:

Table 3 Distribution of the auditor's opinion on the continuity of the client under audit based on the Zemoski scale.

prototype	ZFC model due to no financial default	ZFC model due to financial distress
Auditor's Decision	Type I error	Correct decision
Auditor's Opinion Indicates Unviability	0%	0%

The study found that 84% of study clients achieved audit quality, indicating that 42 out of 50 audits were confirmed as correct. This means that these audited firms have confirmed the stability and reliability of the studied companies and supported Zemosky's model with no financial distress. This result enhances the

credibility of the audited company and reflects the quality of its work in providing reliable and accurate financial reports.

The impact of the ZFC scale on audit quality will be studied by analyzing the Spearman correlation coefficient between the scale and the audit quality. This analysis aims to determine the extent of the relationship between the two variables and achieve the statistical significance of the correlation between them. Table 8 can be used to illustrate the value of the Spearman correlation coefficient and the extent to which the statistical significance of this correlation is achieved.

Spearman's correlation analysis requires examining the relationship between the scale and the quality of the audit and evaluating the impact of the scale on the results. If the correlation coefficient value is close to 1 and statistically significant is achieved, this indicates a strong relationship between the metric and the quality of the audit. If statistically significant is achieved, this reinforces the hypothesis that the ZFC scale affects audit quality.

However, the results must be considered and analyzed carefully and professionally, as there may be other factors that affect the quality of the audit regardless of the scale used. So, J

We need to conduct more research and analysis to better understand the relationship between ZFC and audit quality.

The results indicate a negative relationship of moderate intensity between the Zemosky scale and the quality of the audit, with a correlation coefficient of -0.635. This means that an increase in the values of the Zemosky scale is associated with a decrease in the quality of the audit and an increased likelihood of an error in the audit process.

Confirming the statistical significance of this correlation at the significance level of 0.05 enhances the strength of the conclusion and gives confidence in this relationship. Accordingly, it can be argued that the higher the values of the Zemoski scale, and therefore the greater the likelihood of financial default for the audited client, the lower the quality of the audit and the greater the likelihood of an error in the audit process.

Based on the results, several important conclusions were reached. First, the Coefficient of Determination (Cox & Snell R Square) value for the model was 0.558, which means that a model with the independent variable of the Zemosky scale score plus the constant explains about 55.8% of the variation in audit quality. Statistically, the model was statistically significant, with a value of less than 0.05.

In addition, we can look at the value of the constant B associated with the independent variable, and we found that its value is -14.89, and it was statistically significant at the significance level of 0.05. Thus, it can be concluded that the score recorded according to the Zemosky scale plays an important role in influencing the quality of the audit, and the relationship indicates a reverse trend.

Based on this, we can conclude that the score scored according to the Zemosky scale has a fundamental impact on the quality of the audit. The higher this score, the greater the likelihood of error by the auditor, and therefore the lower the quality of the audit. In other words, the quality of the audit decreases by increasing the likelihood of financial default for the audited client.

It is worth noting that we used the Zemosky scale to verify the correctness of the auditor's opinion on the continuity of the audited client. We observed that the auditor made a type II error in four companies over a two-year period each, where the Zemoski scale

indicated financial default. For the rest of the companies surveyed, the measure did not indicate financial distress, and the auditor's opinion turned out to be correct for the remaining 21 companies over 2018 and 2019.

Conclusions

Based on the applied study and hypothesis testing, the results can be summarized as follows:

1- The impact of the auditor's assessment of audit risks on the quality of auditing in Iraq is of material and positive importance. This is in line with the trends of the literature on auditing and professional standards in this regard.

2. The risk of disclosure and the risk of material misrepresentations resulting from fraud positively and materially affect the quality of the audit. The impact of these risks was found to be more direct than other components of the audit risk.

3. There is no material impact of the auditor's assessment of the lieutenant risk, the risk of control, the risk of material misstatements resulting from error, fraud and the risk of acceptable audit on the quality of the audit. However, these risks have a relatively weak positive effect.

4- The results show that the audit firm's estimates of risk levels changed slightly between 2018 and 2019. It is noticeable that the risk of lieutenant and the risk of material misrepresentations of error and fraud decreased slightly in 2019 compared to 2018. The levels of risk of detection and risk of acceptable scrutiny remained completely unchanged.

5. There is no difference in the estimated risk levels based on the sector to which the customer belongs, except for some differences in the risk of material misrepresentations of fraud, risk of disclosure

and acceptable risk of auditing. The banking and insurance sector had higher levels of risk of material misrepresentations of fraud, while the real estate sector had an acceptable audit risk and the services sector had a risk of detection.

6- The results of the study show that the use of the auditor's opinion as an indicator of the continuity of the client under audit is feasible and effective in measuring the quality of the audit.

7- The results of the study indicate the importance of using some financial indicators, such as the Zemoseki Financial Default Scale (CZF), in measuring the effectiveness of the auditor's opinion on the continuity of the client under audit. This enhances the role of financial indicators in improving audit quality and assessing customer continuity.

8- It was found that the level of audit quality in the study company was relatively high, as the level of quality of audits during 2018 and 2019 was about 84%. This is a good indicator that reflects the company's interest in improving the quality of its work and adhering to international auditing standards.

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The impact of the rapid expansion of Islamic banks on the Islamic economy Case Study

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Abstract:

Islamic banks are an alternative pattern to conventional banks and have witnessed rapid expansion worldwide, and Islamic banks are based on the concepts and provisions of Islamic Sharia and aim to provide financial services compatible with Islamic principles, however, the expansion of Islamic banks faces challenges and problems in the application and the importance of this research appeared significantly in the variables researched and similar Islamic banks and the rapid expansion and problems of application as it is necessary to understand the challenges facing this important sector and this research aims to shed light on Islamic banks and their rapid expansion and analysis of formalities and challenges facing their application, The factors that contribute to the growth of Islamic banks will be explored and obstacles that hinder their effective application will be identified, as the research problem lies in the rapid expansion witnessed by Islamic banks and the challenges and difficulties they face in the application process. Societies that rely on the Islamic financial system The research also provided a set of recommendations in light of the conclusions, the most important of which is that Islamic banks should invest in technology and innovation to enhance their efficiency and improve customer experience.

Keywords: *Islamic banks, implementation problems, rapid expansion*

Jel Classification Codes: F430

1. INTRODUCTION

Over recent decades, Islamic banks have witnessed rapid expansion around the world, as they have become an important choice for many individuals and companies looking for financial systems compatible with Islamic principles, and Islamic banks are based on the concepts and provisions of Islamic Sharia (Sharia) such as the prohibition of usury, legitimate risks and participation in profits and losses, and Islamic banks are an alternative pattern to conventional banks as they aim to provide financial services consistent with Islamic values and Sharia standards, and some forms of well-known Islamic banks include depositors. Participants (Mudaraba), Islamic finance and Islamic insurance, and the participating depositors are a major game in Islamic banks as the bank and the depositor participate in profits and losses at a specific rate, and on the other hand the bank participates in the use of depositors' funds in financing projects and businesses as a partnership, However, despite the rapid expansion of Islamic banks, they also face challenges and problems in their application, as the application of Islamic banks requires full compliance with Islamic principles and Sharia standards, and these banks must adhere to the prohibition of usury and deal legitimately in accordance with Islamic provisions and this requires a thorough understanding of Islamic laws and provisions and the employment of experts specialized in this field to ensure Sharia compliance in all aspects of banking, and the Islamic banking sector needs an effective and strong regulatory and supervisory framework, and must be done Develop specific legislation and regulations to regulate the work of Islamic banks The challenges facing the rapid expansion of Islamic banks relate to several aspects, first, Islamic banks require full compliance with Islamic principles and Sharia

standards in all their transactions and participation in profits and losses, and these banks must ensure the application of these principles in all aspects of their business.

This requires the employment of experts specialized in Islamic law and finance, secondly, the Islamic banking sector faces challenges in terms of regulation and supervision in order to ensure the safety and stability of Islamic banks and protect the rights of depositors and investors, and this sector needs a strong regulatory and supervisory framework, third, Islamic banks face challenges in terms of innovation and technological development, as these banks must adopt innovative financial technology to improve their services and ensure the effectiveness and efficiency of banking operations, however, the application of technology may Faces challenges related to Sharia compliance and maintaining financial security and privacy.

2. Literature Review

The concept of Islamic banks

The concept of Islamic banking revolves around being financial institutions that operate in accordance with the principles of Islamic Sharia and these banks largely cater to a wide range of banking and financial services, as they carry out financing and investment activities in many sectors and the ultimate goal that these institutions aspire to achieve is to include the correct Islamic values and ethics in their transactions and this always helps in driving social development along with positive economic improvements through the use of funds for noble purposes, thus achieving a decent standard of living for the Islamic community. in its entirety (Kamel, 2019, 12) Islamic banks have become a tangible and

practical reality not only in Muslim societies, but all over the world and are spreading among different countries. Thus, it provides a unique economic concept for these entities, and these financial institutions have emerged as an influential and tangible force implemented in the areas of interaction, innovation and dealing positively with contemporary developments faced by today's society (Neama, 2019, 4) as they are non-usurious banks that carry an economic, social and religious message, and do not seek to achieve profit only, but also put economic and social development at the top of their goals based on their sense of bearing part of the social responsibility towards their communities, and they also seek to achieve balance In its long- and short-term investments in line with the requirements of the banking business in achieving liquidity and providing security to the owners of investment deposits while achieving a small amount of guaranteed profit by investing money in low-risk projects (Manajer, 2019, 14) The emergence of Islamic banks is seen as a response to the needs of Muslims like any other form of banking services, they act as a financial intermediary between economic units In addition, they also play a key role in maximizing the profits of these units while providing financial services and products that are compatible with the principles of Islamic law (Zubaidi, 2016, 38). It is an entity in which investment and economic thought blends from an Islamic perspective that aims to achieve halal profit by attracting idle capital, and re-employing it in Development projects that contribute to advancing economic and social development and activating the economic policy of the state, and the Islamic refineries do not lend or borrow against a certain interest, but rather rely in providing financing on the principle of participation in profit and loss, according to Sharia financing formulas such as Mudaraba, Musharaka and Murabaha and other Sharia formulas, and thus these banks embody the fundamental foundations of the Islamic economy and its ability to succeed,

survive and continue (Mohsen, 2018, 9)

2.1 The importance of Islamic banks

Islamic banks are keen to achieve stability in investment projects, through Islamic finance, which deals with investments through a slower decision-making process compared to interest-based financing and work to accelerate economic development, as one of the goals of Islamic finance companies is to achieve profits in addition to growth, so investment in business is chosen, based on their potential for growth and success. The provisions of Islamic Sharia prohibit any transactions that support industries or activities that violate Islamic principles such as usury and speculation, whether legally or illegally, and the principle of financial justice helps Islamic finance products to present their products in a manner that complies with Islamic law, as financial justice is one of the important conditions for Islamic finance products to operate (Wali, 2023, 8) Islamic banks have created a form of banking that did not exist before in banks. traditional, Islamic banks have added a basis for dealing between the bank and customers based on participation in profits and losses in addition to participation in the work by the bank and customers. The importance of Islamic banks can be attributed to the following factors:

1- Achieving the desire of Muslim societies to establish banking channels that avoid following interest rate practices.

2- They provide opportunities for the application of jurisprudential theories related to commercial transactions within the framework of its banking activity.

3. These institutions embody the scientific applications of the basic principles found in Islamic economic theory (Hussain, 2018, 10)

2.2 Islamic Banking Tools

Enter The concept is focused on being contracts aimed at exchanging financial risks, and risks are supposed to be exchanged as they are transferred to the party most able to bear them, and thus the least able party can devote itself to the production process while the most capable party benefits from the return it achieves in exchange for bearing risks, it is by nature a zero swap in the sense of what is won by one party that loses another, it is not a real swap because it is not intended to transfer ownership of the asset subject to derivation, but is often limited to settling differences Prices at the end of the contract (Al-Harsh and Ahmed, 2019, 262) are derived based on the prices of the financial assets subject to the contract. However, they do not require investment in these actual assets. As an agreement between two parties to exchange payments based on price or returns, any transfer of ownership of the contracted asset and cash flows becomes unnecessary (Al-Harsh and Ahmed, 2019, 260) as they are contracts whose values are derived from something else, that is, they are not of market value in origin, but deliberately to what is of market value, What distinguishes it here is that it is not part of what it is derived from in the form of derivatives of minerals or dairy, but it is, if you will, obligations created by the contractors on things that have a market value such as commodities, which are traded as if they were commodities in themselves (Abu Zeid, 2015, 4) They are tools to stabilize prices in market transactions and thus serve as tools for managing risks resulting from price fluctuations or what is known as hedging, i.e. Whoever buys the right to buy a commodity at a predetermined price in the future mitigates the risks of its high cost, and it also serves as a means of trading with the aim of profit through speculation or risk, in other words, the actual intention of the buyer may not be to exercise this right and buy that commodity in the future, but to achieve profits by selling this right

in the markets (Abu Zeid, 2014, 5) and is referred to as a type of financial contract, which acquires its value from the value of another asset, Commonly referred to as the underlying or associated asset, these assets can be stocks, bonds or commodities, and the most prominent forms of these contracts include futures, futures contracts, options agreements and other contracts.

2.2.3 Types of Islamic Banking Instruments

1- Forward Contracts:

A contract between two parties to buy or sell an asset at a certain price and forward delivery in the future, usually between two financial institutions or between an institution and one of its customers, and futures contracts are used to hedge and protect against fluctuations in the market prices of assets, and are not traded in regulated markets as one of the parties in the futures contract buys the asset subject to the contract on a specific future date for a specific price, and agrees to sell the asset on the same date for the same price and the price specified in the futures contract is indicated Delivery price (Al-Harsh and Ahmed, 2019, 264)These contracts are also defined as an agreement between two parties mutually to postpone the delivery of the sold financial assets, and to postpone payment until a specific day known as the settlement day, the distinctive feature of these contracts is the delay in the delivery of both the price and the appraiser until a predetermined future date, meaning that it allows the seller to sell an asset that he does not own on the day of the contract, and also enables buyers to purchase goods that they cannot afford on the day of the contract (Hussein, 2019, 98).

Profit and loss in futures contracts are calculated as follows: (Safia,

2022, 44)

Payoff for long position = ST - K
Payoff for short position = K – ST
Whereas:
ST: spot price at the moment T (i.e. due day)
K: Forward and predetermined price

2- Future Contracts:

Futures contracts are an agreement between two parties to buy or sell an asset at a certain time in the future at a certain price, and can be traded in regulated markets unlike futures contracts and futures contracts have received wide attention from academics, researchers and investors alike, due to their association with the trade of many financial products.

(Stocks, bonds, currencies... etc) and food products (cereals, meat, milk and dairy products... etc) and metals (gold, silver, platinum... etc.), energy (oil and gas) and others (Kunduz, 2022, 12)

They are also defined as agreements that give the holder the right to buy or sell a specific quantity of a specific asset (which can be a commodity or security) at a pre-agreed price, provided that delivery and receipt take place at a later specified time in the future, and therefore such contracts require agreement upon the implementation of the contract on both the quantity and price of the subject with the date of delivery and payment at a later date in the future (Al-Alouni, 2021, 334).

Profit in futures contracts can be calculated as follows: (Safia, 2022, 45)

The investor in the purchase contract makes a profit if the price rises and is calculated according to the following formula
(Market Price - Future Price) X Contract size

As for the investor in the sales contract, he makes a profit if the price falls and is calculated according to the following formula:
(Future Price - Market Price) X Contract size
- Options contracts
A contract between two parties that obliges its issuer or seller to give the contracting buyer the right to buy from him or sell him something

Specified at a specific price and within a specific period of time, or on a specific date, that is, it is a contractual relationship that gives its owner the right to buy or sell a desired thing at a price determined on a specific date or a certain period of time, either directly or through a guarantor of the rights of both parties (Al-Hourani, 2015, 112).

Unlike futures and futures contracts, which oblige both parties to fulfill the agreement at maturity, an options contract gives the buyer a non-mandatory right, either to buy (call option) or sell (put option) an underlying asset at an agreed contractual price (strike price), within a specified time frame or at a predetermined future date, and these options are purchased for a premium called the "option price", paid by the buyer to the seller or the writer of this option who agrees to buy or sell specific quantities. of the underlying asset upon request, either at the conclusion of the contract, upon execution of the option or after the expiry of the option (Mohammed, 2020, 22)

3. Results and Discussion

3.1 Search problem

This research problem lies in the rapid expansion witnessed by Islamic banks, and the challenges and difficulties they face in the application process, and this topic includes an analytical study

of the rapid expansion witnessed by Islamic banks and its effects, such as increasing the size of assets and operations, and an increase in the number of customers and branches. The problem also addresses the challenges that arise as a result of this continuous expansion, such as issues of regulation and supervision, compliance with the principles of Islamic law, and ensuring the sustainability of operations in a manner consistent with Islamic values, as well as studying the rapid expansion and application problems. Exploring ways to improve performance and identify appropriate solutions to potential challenges, and from this point of view we will try in this research to answer the following question:

1- What is the role of Islamic banks in the rapid expansion and the problems of application?

2- Can the rapid expansion of Islamic banks face challenges in applying the principles of Islamic Sharia correctly?

3- Does the rapid expansion of Islamic banks increase the financial and jurisprudential risks they face?

3.2 Research Objectives

The objectives of the study are focused on the following and the researcher seeks to achieve the following objectives:

1- Clarifying the concept of Islamic banks and explaining their importance and characteristics.

2- Identifying the types of Islamic financial instruments in contemporary financial markets and the extent of their application.

3- Determining the impact of rapid expansion on the performance and stability of Islamic banks in the financial market.

4- Explain the impact of rapid expansion on the development of Islamic banks products and services and adapt them to customer

needs and Sharia requirements

5- Provide practical recommendations to contribute to strengthening the balance between expansion and compliance with the rules and principles of Islamic law.

3.3 The importance of research

The importance of this research appears significantly in the variables researched and similar to Islamic banks, rapid expansion and application problems, as it is necessary to understand the challenges facing this important sector, through the analysis of these aspects, ways can be identified to improve the performance of banks and ensure their continuity in the market in a sustainable manner and compatible with the principles of Islamic law, in addition to that, the research contributes to enhancing compliance with Sharia controls and provisions, and helps in developing policies regulating the Islamic banking sector, and therefore this research is an essential step towards attracting More investments and support the growth of the Islamic economy effectively and sustainably.

3.3.1Case Study

About Al Taif Islamic Bank

Al-Taif Islamic Bank for Investment and Finance was established as a joint stock company and was transferred from (Al-Taif Financial Conversion Company - Private Limited Company) to Al-Taif Islamic Bank for Investment and Finance after the approval of the General Assembly of the company on 23/9/2018 to amend the memorandum of association and change the company's activity to practice Islamic banking business in accordance with the controls and provisions of Islamic Sharia, and the company's capital was increased from (45) billion dinars to (100) billion dinars by issuing

new shares by (55) billion shares, and the bank was granted The final license to practice Islamic banking business according to the letter of the Central Bank of Iraq No. 9/3/30219 dated 31/12/2018, and the bank started practicing its banking activities in 2019, As the bank conducts its business and provides its banking services and products within the framework of Islamic Sharia within (18) banking branches, including (5) branches in Baghdad (main branch - Karrada, Mansour, Palestine Street, Al-Harthiya Mall of Baghdad, Al-Shaab) and (13) branches spread in the governorates of Iraq (Karbala, Najaf, Babylon, Diwaniyah, Basra two branches, Dhi Qar, Nineveh, Maysan, Kut, Erbil Fuain, Sulaymaniyah), and the bank seeks to spread and expand geographically in providing its banking services and within a future plan to open new branches and spread in various governorates of Iraq.

The following are a number of indicators adopted in the research for the purpose of proving its hypothesis, namely the annual growth rate of investments in the Islamic banks of the research sample and the growth rate of their annual assets, of which investments represent an important part, as well as the ratio of revenues achieved in them to the total investments, as follows:

1- Asset growth index: The following equation was relied upon to find the annual flow rate

Table (1) Growth rates of total assets in banks Research sample for the period from (2018-2022) (amounts in thousands of dinars)

year	Annual growth rate %	Total assets of the bank Islamic Spectrum / JD	Annual growth rate%	Total assets of the bank Jahan Islamic / JD
2018	------------	106655479	------------	659759033
2019	79.08	190999329	(4.13)	632481339
2020	27.41	243360105	177.3	709629584
2021	70.26	414364510	77.9	1263029946
2022	36.94	567460660	1.35	1280129490
	53.5		24.3	Overall growth

Table (1) Growth rates of total assets in the banks of the research sample for the period from (2018-2022) (amounts in thousands of dinars), the source prepared by the researcher by referring to the annual financial reports of the banks of the research sample.

Through the annual growth rates shown in the table above, we find that they fluctuated in Jahan Bank during the research years, as they decreased by more than 4% during the year 2019, due to the decrease in the amount of assets by (27277694) thousand dinars, but it increased at a rate of more than 177% during the year 2020, but during the year 2021, it rose to more than 77%, and this is a

good indicator indicating an increase in the amounts of assets, which reflects the increase in the bank's rights. In 2019, the bank achieved an annual growth rate of more than 79%, and in 2020 it achieved more than 27%, which means that the amount of assets increased by a good amount, and during 2021 it achieved a growth rate of more than 70%, and this reflects the continued increase in the amounts of assets in the bank, and based on the total total growth, we find that Al-Taif Bank achieved a growth rate of more than 35%, thus surpassing Jahan Islamic Bank with a significant growth rate of its assets, reflecting the bank's development and increase Its fixed and current assets and thus increase its financial position.

3.3.2 Investment Growth Index

Table (2) Growth rates of total investments in banks Research sample (amounts in thousands of dinars)

year	Annual growth rate%	Total Investments of the Bank Islamic Spectrum / JD	Annual growth rate %	Total Investments of the BankIslamic Spectrum / JD
2018	----------	--------------------	------------	250000
2019	-------------	141364	1467	367000000
2020	627.9	1029031	(83.8)	59211931
2021	10439.7	109014439	(86.006)	8286036
2022	106.6	225327416	97.3	16352402
	44.6		49.2	Overall growth

Source: Al Taif Islamic Bank

In the table above, we find that the annual growth rate in a bank varies greatly for the years of research, in 2019, the flow rate achieved more than 1467%, while it decreased to more than 83%-86% for the years 2020-2021 because the amounts of investments did not increase during these two years, and the reason for this is due to the global financial crisis caused by the Corona pandemic, as it led to the timing of most economic sectors, including the banking sector, from performing its financial and banking business, while it increased by a very large percentage during 2022 This indicates the high amounts of investments in the bank, which indicates its ability to attract farewell and other sources of internal and external financing. As for the annual growth rates in Al-Taif Bank, we find that they are in an upward trend during all years of research, especially during the year 2021, as they increased at a rate of more than 5%, meaning that the amount of investments decreased by (214564) thousand dinars and increased during the year 2019 by more than 10439%, and thus the growth rates are in an upward trend, and this reflects the stability of investments in the bank. Through the above table, we see that the total growth rate in Jahan Bank is higher than in Al-Taif Bank, and this indicates the magnitude of investments from the total assets, while in Al-Taif Bank, the increase in asset growth is represented by the increase in fixed assets in real estate and the decrease in the amounts of investments from its total assets.

3.3.3 The ratio of total revenues to total investments is extracted according to the following formula:

Table (3) Revenue Index to Investments in Banks Research Sample (Amounts in Thousands of Dinars)

Year	Al Taif Islamic Bank		Jahan Islamic Bank	
	Revenue to Investment Ratio 100%	Total revenues in thousands of dinars	Revenue to forms ratio 100%	Total revenues in thousands of dinars
2018	----------	3874798	9854.76	24636901
2019	62180.15	8790229	4.99	18332186
2020	1195.53	12302460	42.43	25128288
2021	13.48	14701220	556.28	46102515
2022	10.062	22674673	286.11	46786588
2018	15849.805		429.946	

This percentage is one of the ratios of money investment, according to which the performance of banks is measured and the extent of their efficiency in using the funds available to them and the return achieved on them, and through the above ratios, we find that during the years they are very high in Al-Taif Bank compared to Jahan Bank, and investments reflect the bank's ability to employ its money, which represents the main axis in Islamic banks and its financial ability, and the high of these

percentages reflects positively on the bank's performance because it is based on choosing guaranteed opportunities for low-risk profit so that it achieves the highest Revenues from investing its money and we find ratios in Jahan Bank in an upward trend and increased significantly during 2021 and through the average in the table above, we find that it is large for Al-Taif Bank compared to Jahan Bank because investments in the bank are few compared to Jahan Bank and their decrease is due to the magnitude of investments in the bank compared to its total assets

Through the flow rates of assets and investments in the banks of the research sample and over the years of research, we find that they are growing in general, and this proves the hypothesis of the research that the survival of Islamic banks and their continuation of their work efficiently and effectively is reflected through the high rate of their investments, which reflects their ability to attract

4. CONCLUSION

The Through what has been dealt with in the theoretical side and the practical side of the third and fourth sections, we reached a set of **conclusions and were: -**

1- Evidence shows that Islamic banks have seen rapid growth in recent decades, expanding their services and increasing the size of financial assets. The rapid expansion of Islamic banks is attributed to the growing demand for Islamic financial services by Muslims and non-Muslims in countries seeking to strengthen the Islamic financial system.

2- Despite the rapid expansion of Islamic banks, they still face challenges in the implementation processes.One of the main challenges is to ensure full compliance of Islamic banks with the principles and provisions of Islamic Sharia, such as the prohibition of usury, interest and illicit risks. Other forms relate to the provision of innovative and diversified Islamic financial products and services, ensuring transparency and financial

responsibility, and developing specialized human capabilities in the field of Islamic finance.

3- Research suggests that the rapid expansion of Islamic banks can contribute to promoting economic growth and the development of societies that depend on the Islamic financial system. By providing Shariah and innovative financial services, Islamic banks can stimulate investment and sustainable economic development in vital sectors such as infrastructure, agriculture and technology.
4- The research shows that there is a need to improve the financial regulation and supervision related to Islamic banks to ensure comprehensive compliance with Sharia standards and financial laws Legislators and legislators in some countries may face difficulty in developing an appropriate legal framework that meets the requirements of Islamic banks and provides the necessary legal protection and stability.
5- Islamic banks play an important role in achieving sustainable development and achieving social justice by directing investment towards sectors with a positive social impact. Islamic banks should be socially responsible and environmentally responsible and promote sustainable practices in their business and investments.
6- Islamic banks can benefit from cross-border expansion to strengthen their presence

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The role of the Political Media in enhancing the National Identity

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Abstract

This study aims to put a clear visualization about the concept of the Political Media and the National Identity, and to address the role of the Political Media in directing the Public Opinion in a manner that serves the public interest of the state and enhancing the National Identity.

And to achieve the objectives of the study and answer its questions, the descriptive analytical approach was adopted as a theoretical study through looking at the writings related to the topic under study, and analyzing the concepts and social reality related to the studied phenomenon to know the role of the Political Media in enhancing the National Identity.

And the use of a questionnaire to reach the results that are useful in the field of the Political Media and the National Identity. The study reached a number of results, the most important of which are the results of the questionnaire that the higher the job, the greater the role of the Media in enhancing the National Identity with its axes "the National Identity, the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity". Also, the more years of experience, the greater the role of the Political Media in enhancing the National Identity with its axes of " the National Identity ", the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity .

Keywords: Political Media, National Identity

Introduction

The use of various media and communication tools, and the accelerating scientific and technological progress that has swept the world, has led to form and direct changing in the individuals' behaviors, and formulating of public opinion and a new societal structure. At that time, leaders began to support everything that affects individuals to enhance loyalty and belonging to them in a way that enhances the relative stability in the state, on the grounds that affiliation is the individual's affiliation with the group, state or homeland, and it is based on commitment to duties and rights, recognition of other cultures, participation and activation of the human role in a manner that serves himself and his homeland. As for loyalty, it is a feeling acquired from his society, in which he expresses his feelings towards this entity. Loyalty and belonging are considered part of citizenship and complementary to it at the same time.

If developing and enhancing a sense of the national belonging among citizens is one of the things that the Media are supposed to do, so how is the case if this declining feeling is prevalent in the Media community, as the field observations of the Media movement after the Iraqis took the power from the American forces indicated that the feelings of the national belonging have declined a lot in the Media community, and this was evident in the Media message of those Mass Media (Abdul Razzaq Al-Dulaimi: 2017).

Hence, the National Identity is a culture in which societies participate, an explanation of the past, and a future outlook that connects individuals and enhances a sense of belonging to the nation. This is the basis for people's pride in belonging to their identities, and winning for it, because losing identity means floating in the space of knowledge blindness... There is no existential value for who loss of identity, also there is no cognitive value for him (Mostafa Al-Haj Ali: 1413 AH). Hence the interest of leaders and

politicians to enhancing the identity and belonging to the homeland to fight everything related to awakening sectarian and partisan strife and threatening to dismantle their entities, and all of this is through the tools of the directed Political Media.

In general, it can be said that Political Media is an academic and scientific field that is considered a modern phenomenon, and the desire to establish this science was crystallized independently. After that, the desire was enhanced by scientific orientations centered within the scientific schools, each of which depends on a method and style that differs from the other, but they all share the goal and purpose, and the paramount goal was and still is to focus on everything that subjects individuals to state policy.

The first mention of the Political Media as an independent field was in (1956 AD), when a book titled "Political Behavior" appeared that discusses the exchange of the political influences between the Government and the citizen, and important developments have taken place in this equation that included the applied research field, such as the impacts of the Media on political elections, and the impacts of propaganda and the analysis of the political language. After that, studies of political power appeared at the University of Michigan at the hands of (Campbell) and his colleagues, who is the first to define the concept of political power as a sense of political action and that the individual citizen can participate in the occurrence of social and political change, and from this the studies changed from the persuasive aspects to the cognitive aspects (Akram Al-Rubaie: 2017).

The Political Media later developed and moved from being linked to communication among Governments, to the exchange of dialogue and discussion between the ruling authority and the opposition, to turn to studying and analyzing the Public Opinion polls and the political activity and allowing political elites and public opinion leaders to obtain information and share it with the

individuals of the people, to know the reactions and then take the appropriate decisions.

The accelerating media openness at the time of the knowledge and technological revolution contributed to the participation of the individual in following up and monitoring of regional and global conflicts and crises, to carry the title of a global citizen, who carries feelings of love for all people in the world and does not carry feelings of hatred except for the enemies of his homeland and his nation.

The global citizenship is the diversity that leads to harmony between the individual and other individuals of the world, and the goal here is to prepare a citizen with a high degree of understanding and awareness of the course of things on the world level... There is no conflict between the local citizenship and the global citizenship, but on the contrary, a good citizen is who brings them together (Hosny Al-Hashemy: 2020).

Problem of the study:

The Media, Communication and Modern Technology have enhanced the transmission of news and information as quickly as possible to individuals, which formed a pressure card on the political decision-maker, so that the Media was called the real authority, as it is able to contribute to isolating those in power and enhancing the presence of others in power.

The individual also obtains information, opinions and attitudes from the Media and they help him in forming a perception of the world in which he lives, and relies on it, in addition to his experiences in knowing the reality around him, and (Wilber Schramm) sees that about 70% of the images that human builds for his world are derived from the mass media. (Wright Charles: 1983)

Here, the problem of the study lies through the extent to which the Political Media is able to market and enhance the concept

of the National Identity, in order to ensure the continuity of the existing system and reach a state of the relative stability under the weight of the acceleration in the tools of modern media, especially Social Media sites, which contributed to more political debate by strengthening societal fragmentation based on dialogue and communicating with those who are like him and blocking those who disagree with him, also the spread of discontent, dissatisfaction and frustration, and the avoidance of the political participation on the other hand. And on the other hand, Social Media sites have succeeded in raising individuals' sense of belonging, supporting the revolution, and a sense of reassurance about the state's future (Ahmed Al-Samman: 2018).

Questions of the study:

There is a set of questions that the study tries to answer in regarding with the Political Media and the National Identity, including:

- How can the political decision-maker keep pace with the rapid development in the Political Media means?

- Can the state besiege the Political Media means to ensure its stability and permanence?

- What are the National Identity and the tools of enhancing it?

- What is the role of the Political Media in enhancing the National Identity?

Hypothesis of the study:

The hypothesis includes typical answers to the problem of the study, which are:

- It is difficult for the political decision-maker to keep pace with the huge development in the political tools and media in a complete or

controlling form, as some ruling regimes believe, since the widening circle of players in the mass media.

- The state can reach a state of the relative stability by absorbing the societal activity through the various media, the credibility of the Government news, and the freedom of the expressing for individuals.

- National Identity is the pride in the values of citizenship associated with adherence to laws, morals, and the preservation of the national unity and freedoms.

- The Political Media has a direct and fundamental role in enhancing the National Identity to ensure the continuity of the two systems in the state, the societal system and the political system.

Objectives of the study:

- Put a clear visualization about the concept of Political Media and national identity.

- Addressing the tools and methods of enhancing the National Identity through the Political Media.

- Giving indications about the future of the National Identity in light of the huge acceleration in the Political Media.

Terminology of the study:

Political Media:

Politics has different connotations; it may help to addressing the daily problems, such as what we say about wages policy and dealing policy...etc. Also it may mean the civility, cunning, good behavior, prudence of opinion, and other adjectives that Machiavelli mentioned to the Ruler or the Prince so that he can achieve his goals and confront his enemies and opponents of his rule. The term "Political" is also applied to anyone who embraces a particular ideology or trend, or belongs to a political or party

organization, or plays a specific role in managing the affairs of the rule. The term "Political" is also applied on anyone who embraces a particular ideology or trend, or belongs to a political or party organization, or plays a specific role in managing the affairs of the Rule. And in the Arabic language, it means what was mentioned in the two Sahihs Muslim and Sahih al-Bukhari, on the authority of the Messenger of God, may God's prayers and peace be upon him, who said: "Israelites were surrounded by prophets, whenever a prophet died, another prophet came. As for me, there is no prophet after me, so whoever obeys me has obeyed God, and whoever disobeys me has disobeyed God." Hence, it becomes clear to us through the honorable Hadith that the word "Politics" means the administration of government and the exercise of authority and in this Al fkher Al-Razi says: Politics is the presidency, and political science is the science of presidency.

And Media in language: it is the knowledge of a thing, and it is said that it got information of someone to me, and it informed me of it, and it informed me of the news, so I informed it (Mohammed Makram Al-Masry: 1443 AH).

The media is derived from (informed), It is said that informed, in the sense of informing, to tell news, and the word media is derived from (informed, it is said he informed the thing, it means he felt it, and what I knew about the news of his coming and going, it means what I felt, and (know) means informed, and he was informed of the news, i.e. informed him of it. And media is a source derived from the verb (inform) and its meaning is to put a mark on everything or a phrase, with this meaning being shown, highlighted, confirmed, and publicized in front of the general public to inform. That is, I informed them with the required thing, and the media in its modern sense means the news (Abdullah Zulaitah: 2011).

The concept of media refers to two processes that complement each other. On the one hand, it is the process of obtaining and

extracting information and obtaining it, and on the other hand, it means how this information is formulated and transmitted to the target audience and to what extent this information expresses honestly and objectively about the event or the issue that is the subject of the media message (Salam Asaad: 2017)

The researcher (Hovland) sees that the media is the method by which the individual transmitting stimuli in order to modify the behavior of individuals in society and deliberately intend to achieve a specific goal (Jihan Ahmed: 1978).

Aristotle emphasized in his book The Art of Rhetoric (The media is an attempt to attract others to support the speaker's point of view), and that media is a social process as long as the meanings and ideas transmitted through mediation are inescapably influential in all social processes (Majid Aref: 1990). The influence of the media on Politics is an old phenomenon dating back to the sixteenth century, and one of the features of this influence is the role played by the media in forming the Public Opinion, which the state seeks to make it the supportive for its policies and orientations (Mohammed Al-Bish: 1997).

Therefore, media policy according to UNESCO has been defined as: "a set of integrated, clear, permanent and applicable principles by institutions involved in the mass media centrally in a country", and it is in a similar definition: "a set of objectives and standards that are established to guide the behavior of the media institutions. Also, in another opinion, it is: " Determining and defining the main goals of the radio media based on compatibility and integration with the general goals that the state aspires to achieve in various political, economic, social and cultural fields" (Youssef Hussein: 2016). So that is why the political decision-makers leading the political elites, leaders and state symbols to educating citizens with what they see fit and serving their policies, even if the methods are incorrect. Hence, Political Media will be

defined in order to reach a clear perception about the term, despite the divergence of experts and researchers in the field of media and politics to find a specific definition for it.

Dan Nimmon and K.r sanders point out that the first mention of Political Media as an independent field was in (1956 AD), when a book titled Political Behavior appeared that discusses the exchange of the political influences between the Government and the citizen (Youssef Hussein: 2016).

Political Media has been defined as the science that studies the range of activities and events practiced by those in charge of the media process in order to achieve political goals at the subjective level, such as the political leaders, party leaders and parliamentarians. The essence of political media is to influence and change the opinions and convictions of the future audience in a specific direction, which is what the person in charge of the communicative process wants, as defined by (John Meadow) it is the way in which the political conditions affect the form and quantity of media content, and it is also related to the way in which the media conditions can be forming the Politics (Yasser Othman: 2003).

And Schudson defined it as any process of message transmission intended to influence the use or promotion of power in society. Also, Denton and Woodward added that Political Media is the public discussion about power and public sources of income in society. Meadow is distinguished by defining Political Media as the symbols and exchanged messages that are affected by or effected the political system. Phillip Davison continues that Political Media is the way political conditions form the quality and quantity of communication on the one hand, and on the other hand it is the way that the media conditions can form Politics. Dominique Welton defined Political Media as a broad space in which conflicting discourses are exchanged by three actors who possess a part of

political legitimacy and democracy; they are the political journalists and public opinion through the flow of opinions. McNair Brian adds that the Political Media is a purposeful media related to politics, while Karl Deutsch defined the Political Media as the backbone of the political process, if the media is effective, it reduces the chances of error in making decisions, which are the pinnacle and goal of the political action (Youssef Hussein: 2016).

The Political Media can also be defined as the path leading to the government's permanence or not, in light of a conscious, affiliated public opinion that seeks a decent life that carries its national identity.

National Identity:

Identity means the essence and reality of a thing, and symbolizes its essence and distinct and permanent character. Al-Farabi says: "The identity of a thing is its specificity, unity, personhood, privacy and individual existence for each one, and our saying that it is a reference to his identity, his privacy, and his unique existence in which there is no participation (Gaafar Al Yassin: 1985).

The term identity is a modern term, and it is a translation of the English word (Identity), which means the property of conformity, the conformity of a thing to itself, or its conformity with its analogous, and modern dictionaries define it as the absolute reality of a thing or person that includes its essential qualities that distinguish it from others (Radwan Ziadah: 2002).

Identity is one of the necessities in human life to preserve his psychological and social balance, because it provides him with a sense of belonging and a collective feeling within a group that achieves his ambitions, which gives his life a higher value, and becomes an integral part of his nation and people. Hence, the

interest of the individual emerges in his identity because it is a part of his existence and affiliation to his homeland.

There is the individual identity and the collective identity; Individual identity consists of the physical features that an individual acquires at his birth, such as height, color, and ethological inherited from his family and the ideas acquired from society.

As for the collective identity, it was defined as “a set of general cultural features or characteristics that represent the common minimum among all those who belong to it, and that make them known and distinguished by their characteristics from other individuals of other nations” (Ahmed No'aman: 1996). It is acquired through the diverse cultural composition of societies, and this collective framework continues to evolve through political, economic and social changes, so that the collective identity remains the product of cultures accumulated over time.

National is patriotism and a slogan that distinguishes a citizen who belongs, loves and is loyal to his country from that who do not belong. Citizenship is taken from the homeland, and it is defined as: “the individual’s love and devotion to his homeland, his performance of his duties, his respect for the laws of his society, its values, culture, customs and traditions, and defending it with everything he owns, cherishes and preserves it” (Hosni Al-Hashemi: 2020).

As for the homeland, it is the place of residence of the individual and his headquarters, whether he was born there or not, and to him he belongs, it is the land in which he was born or chose to live in. And it is said: A homeland is the place in which he resided, and settled, meaning he took a place as a homeland, and a person settled in such-and-such land, meaning he took this land as a place and a residence in which he resides. Here, the citizen is obliged to abide by the customs, cultures, traditions and laws of the

state in which he resides, and to maintain its stability, progress and renaissance. With time, a person develops a sense of belonging, loyalty and patriotism to the country in which he resides.

For an individual to enjoy citizenship, there must be a reciprocal relation between the state and the individual in terms of legal and legislation, so that citizenship is granted to individuals residing in the state within conditions determined by the receiving state, so that the citizen and resident enjoy realistic rights so as to achieve harmony and stability at the individual and collective level.

This is what was confirmed by the rules of the international system, where the necessity of individual affiliation with a state, started with the San Francisco Charter and the Universal Declaration of Human Rights on December 10, 1948, and with these terms, which were contained in Article 15 of the Universal Declaration of Human Rights issued in 1948 AD, it became internationally recognized that every person has the right to acquire a nationality, and that no person may be arbitrarily deprived of his nationality, nor of his right to change his nationality, the Hague Convention of 1930, concluded under the supervision of the Assembly of the League of Nations, came as the first international attempt to ensure that all persons obtain a nationality, and stresses that every individual, everywhere in the world, has the right to have a legal relation with a state. The first article of the Convention stipulates the following: "Each country may determine, according to its own law, who its citizens are, and this law must be recognized by other countries within the limits of its consistency with the international conventions, international custom, and generally accepted principles of law regarding nationality". Also, the International Court of Justice in (1955 AD) emphasized at an early stage in the Notibom case, when the Court ruled that according to the customs of countries, and according to the arbitrational and judicial decisions, and according to the opinion of the authors, that the nationality is a legal bond based on the fact of the social

affiliation and an authentic bond of existence, interest and feelings, in addition to the existence of the mutual rights and duties, This authentic and effective bond is manifested in birth, lineage, and residence (Hoda Nour: 2014).

The granting of nationality to a citizen is linked to the extent of his affiliation and loyalty to the state that stemming from it the psychological stability based on societal justice, and he has the ability to integrate and communicate effectively, and the role of the media here comes to enhance the National Identity regardless of whether he is a citizen or resident, the ruler here is the law and the legitimate rights of the individual. With the emphasizing that whoever holds the citizenship can take up government positions, run for elections, and express an opinion freely and objectively. So, how can the media enhance its role in consolidating the concept of National Identity and planting the seeds of societal justice? This is through enacting of laws and legislation that protect the rights of citizen and maintain an appropriate space for freedom of opinion. The higher level of the education and cultural of individuals and the rapid development of various technological media has made it difficult to convince the citizen by anything less than his knowledge of the news from more than one source. So that the results of the questionnaire showed that the higher the job, the greater the role of the media in enhancing the National Identity with its axes “National Identity”, the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity". Also, the more years of experience, the greater the role of the Political Media in enhancing the National Identity with its axes of "National Identity, the role of the Political Media, the realistic and actual role of the Political Media in enhancing the National Identity".

Sincerity and Reliability of the Research Tools

Sincerity of the questionnaire:

It means the ability of the questionnaire to measure what it was put to measure it.

Sincerity of the internal consistency:

1- Calculating the correlation coefficients among the degree of each statement of the statements that constituting each axis, and the total degree for the axis in the questionnaire.

2- Calculating the correlation coefficients among the total degree for each axis of the questionnaire axes and the total degree for the scale.

The first axis: National Identity:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) among the degree of each statement and the degree of the axis (National Identity), and the following table shows this:

Table (1) values of the correlation coefficients among the degree of each statement and the degree of the axis (National Identity)

S	Correlation	significance	S	Correlation	significance
-1	0.733	0.01	-3	0.606	0.05
-2	0.941	0.01	-4	0.837	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the

whole one, which indicates the validity and homogeneity of the questionnaire statements.

The second axis: the role of the Political Media:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) among the degree of each statement and the degree of the axis (the role of the Political Media), and the following table shows this:

Table (2) values of the correlation coefficients among the degree of each statement and the degree of the axis (the role of the Political Media)

S	Correlation	significance	S	Correlation	significance
-1	0.635	0.05	-3	0.709	0.01
-2	0.891	0.01	-4	0.924	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire statements.

The third axis: the realistic and actual role of Political Media in enhancing the national identity:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) among the degree of each statement and the degree of the axis (the realistic and actual role of Political Media in enhancing the national identity), and the following table shows this:

Table (3) values of the correlation coefficients among the degree of each statement and the degree of the axis (the realistic and actual role of Political Media in enhancing the national identity)

S	Correlation	Significance	S	Correlation	significance
-1	0.955	0.01	-3	0.758	0.01
-2	0.641	0.05	-4	0.872	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01- 0.05) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire statements.

Sincerity by using the internal consistency between the total degree for each axis and the total degree for the questionnaire:

Sincerity has been calculated using internal consistency by calculating the correlation coefficient (Pearson correlation coefficient) between the total degree for each axis (National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the national identity) and the total degree of the questionnaire; and the following table shows this:

Table (4) values of the correlation coefficients between the total degree of each axis (National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the national identity) and the total degree of the questionnaire

	Correlation	significance
The first axis: National Identity	0.777	0.01
The second axis: the role of the Political Media	0.716	0.01
The third axis: the realistic and actual role of Political Media in enhancing the national identity	0.840	0.01

It is clear from the table that all the correlation coefficients are significant at the level (0.01) because they are close to the whole one, which indicates the validity and homogeneity of the questionnaire statements.

Reliability:

Reliability means the application accuracy in the measurement and observation, not a contradiction with itself, and its consistence in providing us with information about the examiner's behavior, and it is the ratio between the score difference on the questionnaire, which refers to the actual performance of the examiner. The reliability has been calculated by:

1- Alpha Cronbach coefficient

2- Split-half method

Table (5) values of the reliability coefficient of the questionnaire axes

Axes	Alpha coefficient	Split-half
The first axis: National Identity	0.808	0.761 – 0.845
The second axis: the role of the Political Media	0.915	0.873 – 0.952
The third axis: the realistic and actual role of Political Media in enhancing the national identity	0.764	0.729 – 0.806
Reliability of the questionnaire as a whole	0.829	0.781 – 0.863

It is clear from the previous table that the all values of the reliability coefficients: the Alpha coefficient, the Split-half are significant at the level of 0.01 and that indicates the reliability of the questionnaire.

General data

1- The job:

Table (6) and Figure (1) show the distribution of the research sample individuals according to the job variable

Table (6) Distribution of the research sample individuals according to the job variable

The job	Number	Percentage%
Governmental job	97	48.5%
Private sector	62	31%
Free business	41	20.5%
Sum	200	100%

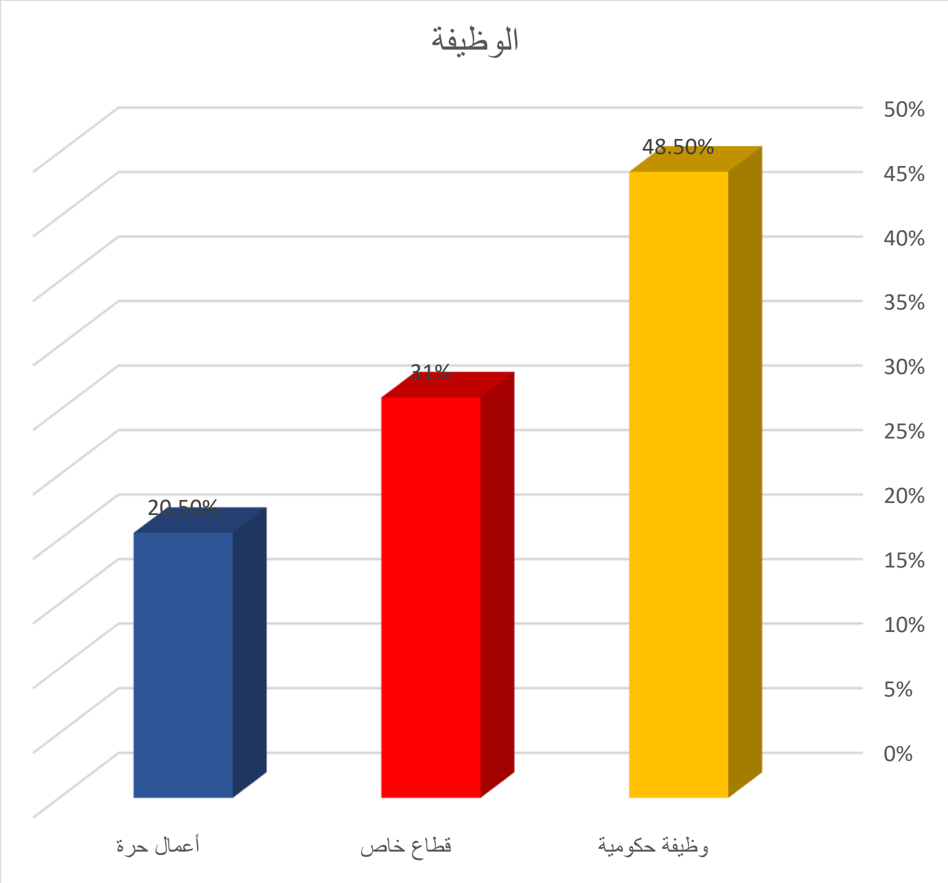

Figure (1) shows the distribution of the research sample individuals according to the job variable

From table (6) and figure(1), it is clear that 97 of the research sample individuals are workers in the governmental jobs by 48.5%, while 62 of the research sample individuals are workers in the private sector by 31%, and 41 of the research sample individuals work in free business by 20.5%.

2- Years of experience:

Table (7) and Figure (2) show the distribution of the research sample individuals according to Years of experience variable

Table (7) Distribution of the research sample individuals according to Years of experience variable

Years of experience	Number	Percentage%
Less than 5 years	52	26%
From 5 to less than 10 years	87	43.5%
From 10 years or more	61	30.5%
Sum	200	100%

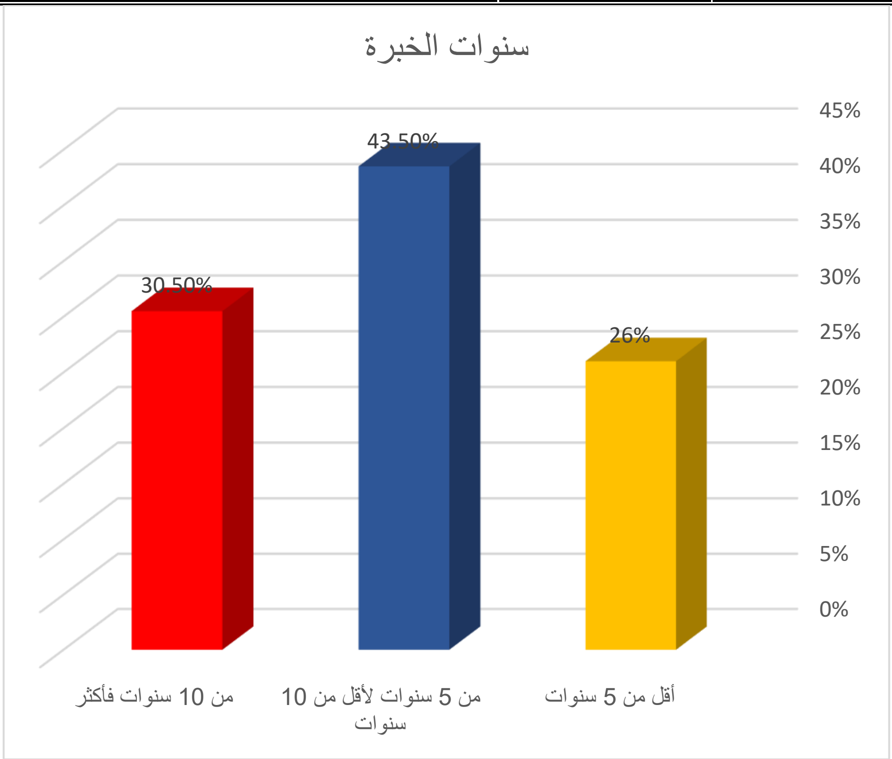

Figure (2) shows the distribution of the research sample individuals according to Years of experience variable

From table (7) and figure (2), it is clear that 87 of the research sample individuals whose years of experience ranged from 5 to less than 10 years by 43.5%, while 61 of the research sample individuals whose years of experience were from 10 years or more by 30.5%, and finally 52 of the research sample individuals whose years of experience were less than 5 years by 26%.

Results

The first hypothesis:

There are statistically significant differences among the degrees mean of the sample individuals in the National Identity according to variables of the study

To verify this hypothesis, the analysis of variance has been calculated for the degrees of the sample individuals in the National Identity, and the following tables show this:

Table (8) analysis of variance for the degrees of the sample individuals in the National Identity according to the Job variable

The job	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9219.950	4609.975	2	43.735	0.01 Sig.
Within groups	20765.209	105.407	197		
Total	29985.159		199		

Table (8): shows that the value of (F) was (43.735), and it is a statistically significant at the level (0.01), which indicates the

existence of differences among the degrees of the sample individuals in the National Identity according to the Job variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (9) Scheffe's test for the multiple comparisons

The job	Governmental job M = 19.362	private sector M = 12.527	Free business M = 8.013
Governmental job	-		
Private sector	**6.835	-	
Free business	**11.349	**4.514	-

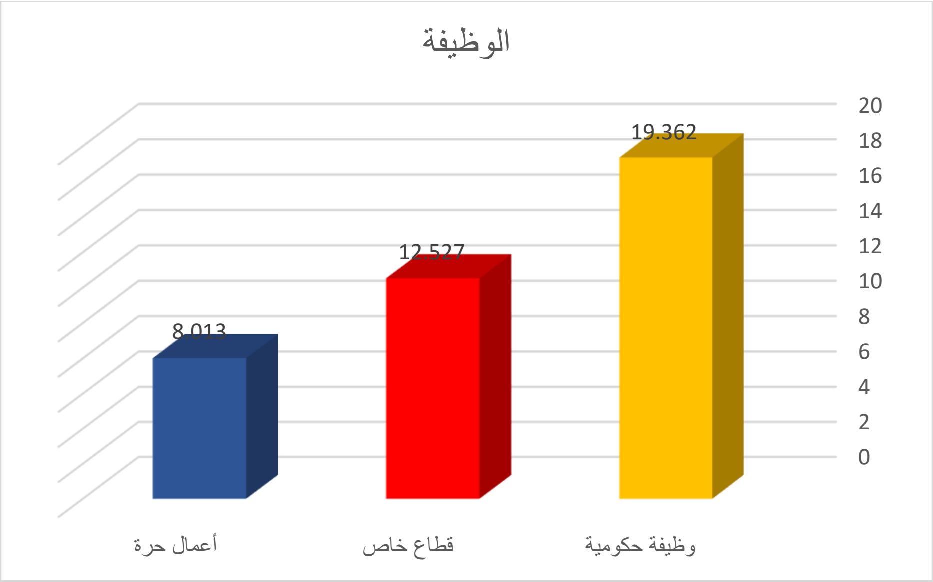

Figure (3) the differences in the degrees of the sample individuals in the National Identity according to the Job variable

From table (9) and figure (3), it is clear that there are differences in the National Identity among the sample individuals who working in the Governmental jobs and both of the sample individuals who working in the “Private sector, Free business” in favor of the sample individuals who working in the Governmental jobs at the significance level of (0.01), also there are differences among the sample individuals who working in the Private sector and the sample individuals who working in Free business in favor of the sample individuals who working in the Private sector at the significance level of (0.01). Thus, the sample individuals who working in the Governmental jobs come in the first place where their National Identity was strong, then the sample individuals who working in the Private sector in the second place, then the sample individuals who working in Free business in the last place.

Table (10) analysis of variance for the degrees of the sample individuals in the National Identity according to Years of experience variable

Years of experience	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9084.767	4542.383	2	37.747	0.01 Sig.
Within groups	23706.781	120.339	197		
Total	32791.548		199		

Table (10): shows that the value of (F) was (37.747), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the National Identity according to Years of experience variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (11) Scheffe's test for the multiple comparisons

Years of experience	Less than 5 years M = 9.044	From 5 to less than 10 years M = 11.375	From 10 years or more M = 15.620
Less than 5 years	-		
From 5 to less than 10 years	*2.331	-	
From 10 years or more	**6.576	**4.245	-

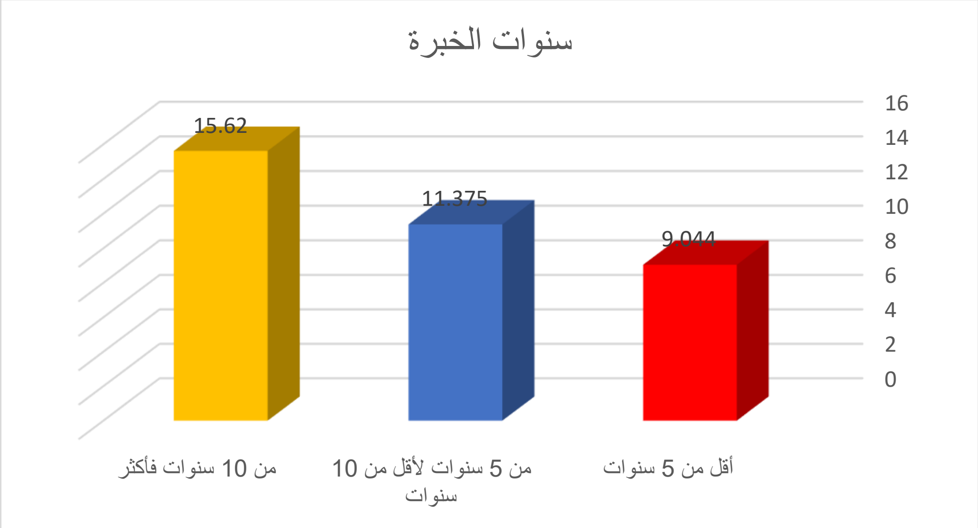

Figure (4) the differences in the degrees of the sample individuals in the National Identity according to Years of experience variable

From table (11) and figure (4), it is clear that there are differences in the National Identity among the sample individuals whose years of experience were From 10 years or more, and both the sample individuals whose years of experience ranged “From 5 to less than 10 years, Less than 5 years” in favor of the sample individuals whose years of experience ranged from 10 years or more at the significance level of (0.01), while there are differences among the sample individuals whose years of experience ranged From 5 to less than 10 years and the sample individuals whose years of experience were Less than 5 years in favor of the sample

individuals whose years of experience ranged From 5 years to less than 10 years at the significance level of (0.05). thus, the sample individuals whose years of experience ranged From 10 years or more come in the first place where their National Identity was strong, then the sample individuals whose years of experience ranged From 5 to less than 10 years in the second place, then the sample individuals whose years of experience was Less than 5 years in the last place.

The second hypothesis:

There are statistically significant differences among the degrees mean of the sample individuals in the role of the Political Media according to variables of the study

To verify this hypothesis, the analysis of variance has been calculated for the degrees of the sample individuals in the role of the Political Media, and the following tables show this:

Table (12) analysis of variance for the degrees of the sample individuals in the role of the Political Media according to the Job variable

The job	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9429.672	4714.836	2	55.835	0.01 Sig.
Within groups	16635.202	84.443	197		
Total	26064874		199		

Table (12): shows that the value of (F) was (55.835), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the role of the Political Media according to the Job variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (13) Scheffe's test for the multiple comparisons

The job	Governmental job M = 18.008	private sector M = 12.934	Free business M = 7.305
Governmental job	-		
Private sector	**5.074	-	
Free business	**10.703	**5.629	-

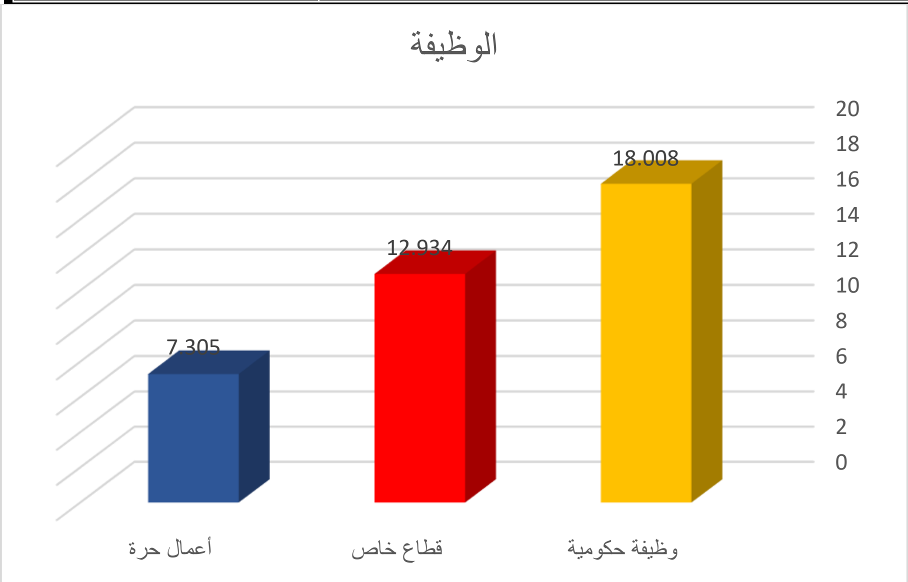

Figure (5) the differences in the degrees of the sample individuals in the role of the Political Media according to the Job variable

From table (13) and figure (5), it is clear that there are differences in the role of the Political Media among the sample individuals who working in the Governmental jobs and both of the sample individuals who working in the "Private sector, Free business" in favor of the sample individuals who working in the Governmental jobs at the significance level of (0.01), also there are differences among the sample individuals who working in the Private sector and the sample individuals who working in Free business in favor of the sample individuals who working

in the Private sector at the significance level of (0.01). Thus, the sample individuals who working in the Governmental jobs come in the first place where they were more aware of the role of the Political Media, then the sample individuals who working in the Private sector in the second place, then the sample individuals who working in Free business in the last place.

Table (14) analysis of variance for the degrees of the sample individuals in the role of the Political Media according to Years of experience variable

Years of experience	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9511.261	4755.630	2	61.769	0.01 Sig.
Within groups	15167.172	76.991	197		
Total	24678.433		199		

Table (14): shows that the value of (F) was (61.769), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the role of the Political Media according to Years of experience variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (15) Scheffe's test for the multiple comparisons

Years of experience	Less than 5 years M = 6.692	From 5 to less than 10 years M = 11.458	From 10 years or more M = 16.381
Less than 5 years	-		
From 5 to less than 10 years	**4.766	-	
From 10 years or more	**9.689	**4.923	-

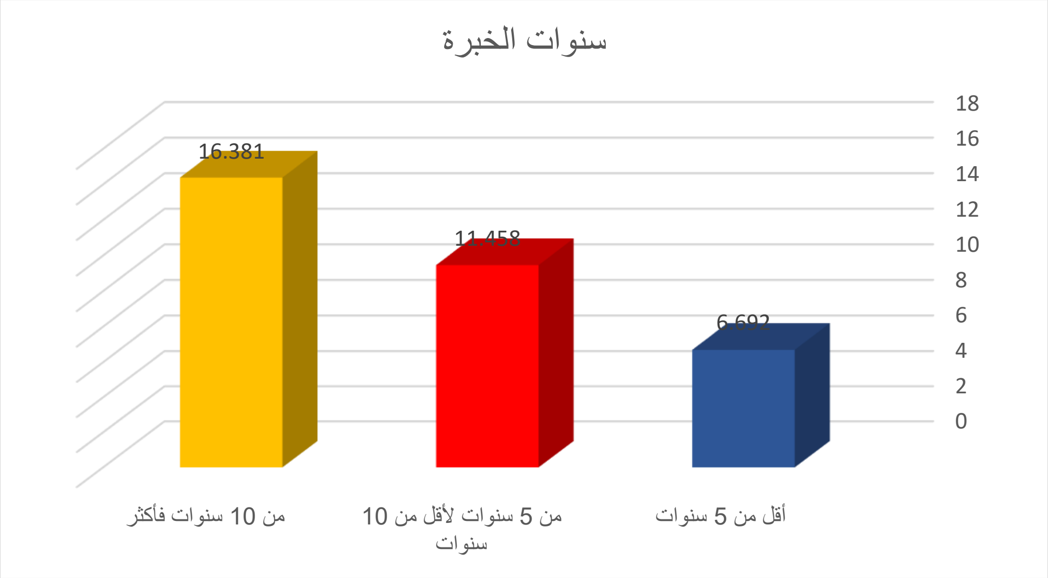

Figure (6) the differences in the degrees of the sample individuals in the role of the Political Media according to Years of experience variable

From table (15) and figure (6), it is clear that there are differences in the role of the Political Media among the sample individuals whose years of experience were From 10 years or more, and both the sample individuals whose years of experience ranged "From 5 to less than 10 years, Less than 5 years" in favor of the sample individuals whose years of experience ranged From 10 years or more at the significance level of (0.01), also there are differences among the sample individuals whose years of experience ranged From 5 to less than 10 years and the sample individuals whose years of experience were Less than 5 years in favor of the sample individuals whose years of experience ranged From 5 years to less than 10 years at the significance level of (0.01). thus, the sample individuals whose years of experience ranged From 10 years or more come in the first place where they were more aware of the role of the Political Media, then the sample individuals whose years of experience ranged From 5 to less than 10 years in the second place, then the sample

individuals whose years of experience was Less than 5 years in the last place.

The third hypothesis:

There are statistically significant differences among the degrees mean of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to variables of the study

To verify this hypothesis, the analysis of variance has been calculated for the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the national identity, and the following tables show this:

Table (16) analysis of variance for the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to the Job variable

The job	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	8875.880	4437.940	2	30.464	0.01 Sig.
Within groups	28698.443	145.677	197		
Total	37574.323		199		

Table (16): shows that the value of (F) was (30.464), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to the Job variable, and to know the direction of the

significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (17) Scheffe's test for the multiple comparisons

The job	Governmental job M = 17.780	private sector M = 13.359	Free business M = 11.016
Governmental job	-		
Private sector	**4.421	-	
Free business	**6.764	**2.343	-

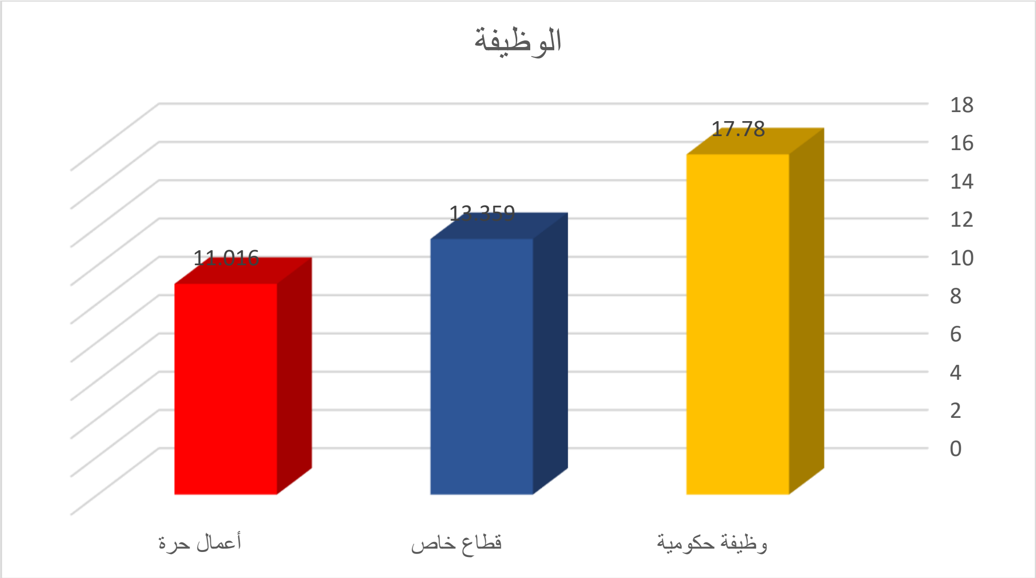

Figure (7) the differences in the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to the Job variable

From table (17) and figure (7), it is clear that there are differences in the realistic and actual role of Political Media in enhancing the

National Identity among the sample individuals who working in the Governmental jobs and both of the sample individuals who working in the "Private sector, Free business" in favor of the sample individuals who working in the Governmental jobs at the significance level of (0.01), while there are differences among the sample individuals who working in the Private sector and the sample individuals who working in Free business in favor of the sample individuals who working in the Private sector at the significance level of (0.05). Thus, the sample individuals who working in the Governmental jobs come in the first place where they were more aware of the realistic and actual role of Political Media in enhancing the national identity, then the sample individuals who working in the Private sector in the second place, then the sample individuals who working in Free business in the last place.

Table (18) analysis of variance for the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to Years of experience variable

Years of experience	Sum of Squares	Squares mean	Degrees of freedom	Value of (F)	Sig.
Among groups	9511.261	4755.630	2	61.769	0.01 Sig.
Within groups	15167.172	76.991	197		
Total	24678.433		199		

Table (14): shows that the value of (F) was (61.769), and it is a statistically significant at the level (0.01), which indicates the existence of differences among the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity

according to Years of experience variable, and to know the direction of the significance, a Scheffe's test for the multiple comparisons was applied, and the following table shows this:

Table (19) Scheffe's test for the multiple comparisons

Years of experience	Less than 5 years M = 8.103	From 5 to less than 10 years M = 13.275	From 10 years or more M = 18.522
Less than 5 years	-		
From 5 to less than 10 years	**5.172	-	
From 10 years or more	**10.419	**5.247	-

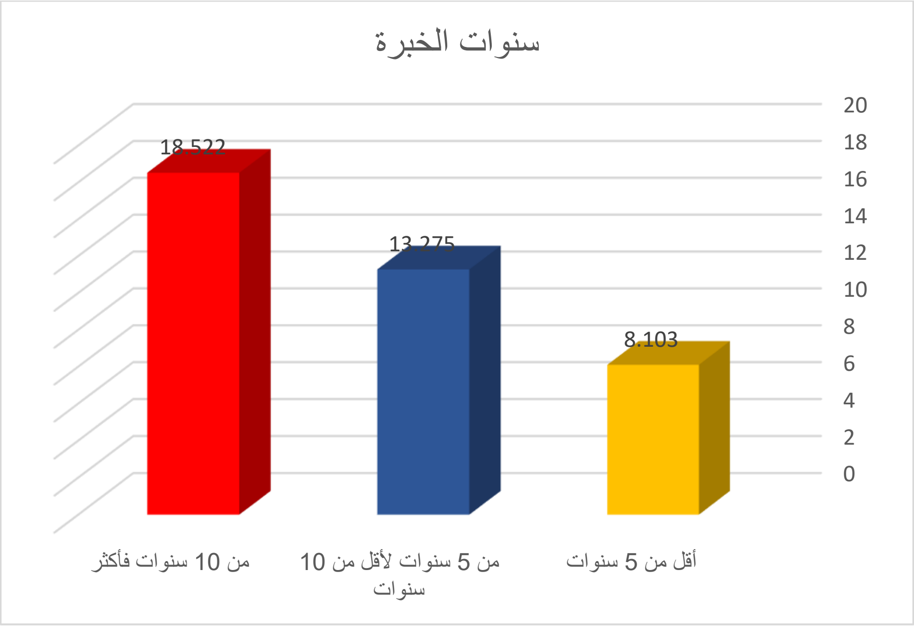

Figure (8) the differences in the degrees of the sample individuals in the realistic and actual role of Political Media in enhancing the National Identity according to Years of experience variable

From table (19) and figure (8), it is clear that there are differences in the realistic and actual role of Political Media in

enhancing the National Identity among the sample individuals whose years of experience were From 10 years or more, and both the sample individuals whose years of experience ranged "From 5 to less than 10 years, Less than 5 years" in favor of the sample individuals whose years of experience ranged From 10 years or more at the significance level of (0.01), also there are differences among the sample individuals whose years of experience ranged From 5 to less than 10 years and the sample individuals whose years of experience were Less than 5 years in favor of the sample individuals whose years of experience ranged From 5 years to less than 10 years at the significance level of (0.01). thus, the sample individuals whose years of experience ranged From 10 years or more come in the first place where they were more aware of the realistic and actual role of Political Media in enhancing the national identity, then the sample individuals whose years of experience ranged From 5 to less than 10 years in the second place, then the sample individuals whose years of experience was Less than 5 years in the last place.

The fourth hypothesis:

There is a correlation relation among the questionnaire axes of the role of the media in enhancing the National Identity and the variables of the study

To verify the validity of this hypothesis, a correlation matrix was created among the questionnaire of the role of the media in enhancing the National Identity and the variables of the study, and the following table shows the values of the correlation coefficients:

Table (20) the correlation matrix among the questionnaire of the role of the media in enhancing the National Identity and the variables of the study

	National Identity	The role of the Political Media	The realistic and actual role of Political Media in enhancing the National Identity
The job	**0.914	*0.628	**0.882
Years of experience	*0.605	**0.834	**0.769

From the table (20) it is clear that there is a direct correlation relation among the questionnaire axes of the role of the media in enhancing the National Identity and the variables of the study at the significance level of (0.01, 0.05). So if the job get higher, the role of the media get greater in enhancing the National Identity with its axes "National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the National Identity" . Also, if years of experience increase, the role of the media increases in enhancing the National Identity with its axes "National Identity, the role of the Political Media, the realistic and actual role of Political Media in enhancing the National Identity"

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A Suggested Proposal for The Algeria Open University as an Approach for Integrating Distance Learning with Traditional Campus Education

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Abstract

The study aimed at exploring the definition, justifications, objectives, characteristics of distance learning and how to integrate it with traditional campus education. The study used the descriptive analytical methodology to reach the targets in question. To gather the required data, a review of literature was conducted. The study came to the conclusion that the study suggests to integrate distance learning with traditional campus education in a unified system known as combined education that not only takes advantages of both types of learning but it benefits from e-learning and open education as well. The study makes the recommendations that adopting the idea of combined education is a must to overcome the problems traditional campus education undergoes especially at the time of lockdowns because of pandemics or political turmoil and to emphasize that distance learning is an integral part and equal to traditional campus education.

Keywords: *Distance learning, Algerian Combined Education.*

Introduction

Cries have raised to put electronic learning system into practice in higher education to keep pace with advances of educational systems in non-Muslims countries in a hand, and to keep abreast of the growing technological and scientific developments in the world of today on the other hand.

Consequently and as a result of the closure caused by corona pandemic, many universities hurried to adopt electronic learning system regardless of its suitability to their conditions and the readiness to put it into effect. So, electronic learning system turned out to be a problem rather than a way out to their dilemmas.

Putting electronic learning system into practice has neither been because it is based on a thoughtful decision nor because it is the best solution to the universities' problems, but because it meets personal interests and biased inclinations. Furthermore, the application of this system has not been according to an elaborate plan with well-designed aims and well-arranged means, but it has been randomly applied without experimentation in most cases.

This is evidenced by the hindrances the electronic learning undergoes such as the shortage of computers, the poor supply of the internet, the weak control of assessment and the likelihood of taking false identity (1). In addition, a question has been raised concerning its place in comparison with campus learning. That is, whether it is an alternative to direct learning or it integrates with it.

In order to avoid these limitations and to answer this pre-raised question, the current study proposes distance learning as an alternative to electronic system and an integral part of campus education. In light of this, the study's problem is put in the following question; **What is the definition, aims, importance and**

means of distance learning and how to make it an integral part of university campus education? In view of this question, the study's objective is to explore **the definition, aims, importance and means of distance learning and how to make it an integral part of university campus education.** The study's importance lies in that it seeks to bridge the gap in this area to develop what previous studies have come to in the field of distance education. In addition, the study suggests a proposal for educational systems policy makers of how to make distance learning is an integral part of university campus education. The study has used the descriptive analytical methodology to reach the targets in question. To gather the required data, a review of literature has been administered. The study covers the following three points:

- The definition of distance learning and its relationship with the definitions of electronic learning and open education.

- The reasons, aims, mediums and characteristics of distance learning

- The proposal of the Algerian Open University; distance learning as an integral part of campus education.

These points will tackle be tackled in further detail as follows;

1. The Definition of Distance Learning and Its Relationship with E-Learning and Open Education

This section sheds light on the definition of distance learning and its relationship with e-Learning and open education. These points are going be tackled as follows;

1.1. The Definition of Distance Learning

Distance learning is defined linguistically and terminologically. This is to be demonstrated in the following lines.

1.1.1. **The Dictionary Definition of Distance Learning**

'Learning' is derived from the verb 'learn' that means 'to know something'. That is, to be aware of it, as indicated by the Holy Verse that says, "You do not know them, but Allah knows them"(Surat Al-Anfal, The Spois, verse 60); i.e., you are not aware of double-dealers, but Allah is aware of them. 'Learn' also means 'to experience something'(Ibn Manzur, 1994, vo. 12, p. 417). For example, the sentence "I learn something" means I experience it (Al-Faiyyoumi, 1950, vol. 2, p. 427).

'Distance' is derived from the adjective 'distant' that means 'being far off position'(A-Razi, 1999, vol. 1, p. 37). Bearing this in mind, it can be said that 'distance learning' linguistically means getting someone not in the same place know or experience something.

1.1.2. **The Terminological Definition of Distance Learning**

Distance learning is defined as "a technique of learning that focuses on the learner and it is possible that it results in a separation or a semi-separation between the teacher and the student during the educational process and in which the role of the educational administration is greater in planning, implementing and conveying the educational service and multi-media communication is relied on to strengthen the dual or multiple communication between the learner and school and to foster individual learning"(Mohamed Al-Khateeb, 1999, p. 15).

It is also defined as "a technique of learning that depends on self-directed learning" [(2)]; by which the learner relies on himself with a little teacher supervision, using printed and non-printed educational subjects, and using multi-media such as the educational radio, television and other communication networks … to help the learner fulfill their targets"(Ya'qoub Nashwan, 2001, p. 9).

Distance learning is also defined as "a process of conveying knowledge to the learner where he lives or works instead of moving to the educational institution and it is based on conveying knowledge, skills and educational subjects through multiple an various media of communication, and in which the learner and the teacher are apart, and where technology is used to bridge the gap between the learner and the teacher through simulating face to face interaction"(UNESCO, 1991, p. 14).

In the light of these definitions, distance learning shares campus education the same characteristics except that the learner and the teacher are not in the same place (Hamid Ammar, 2006, p. 224). Too, it is evident that distance learning includes multiple media some of which are electronic as the computer, the smart phone, the radio, the television and compact discs and others are non-electronic as by-post learning. It is also obvious that the dictionary and terminological definitions of distance learning agree that the learning process takes place between separated parties. However, the two definitions differ in that the dictionary definition refers to learning in general, but the terminological one refers to the learning service that is rendered by a specialized establishment to particular persons in a given society.

1.2. E-learning

E-learning that is also known as virtual learning is defined as "a technique of distance learning using modern media of communication to convey information to the learner with the least cost and the least duration of time and in a way that enables the educational administration to control, measure and assess the learner's performance"(Abd Al-Fattah Ahmed, 2006 p. 5). It is also defined as "a type of learning that depends on using modern media of communication such as the computer, its networks, its multiple

mediums, paintings, research tools, e-libraries, the internet portals in communicating, receiving and sending information, acquiring skills, interaction between the learner and his teacher, classmates and the school as well" (UNESCO, 1991, p. 18).

In the light of the two previous definitions, it is clear that e-learning agrees with distance learning on depending on modern media of communication such as the computer, smart phones and the internet. However, e-learning depends only on electronic media in communication and learning, but distance learning includes not only electronic media, but non-electronic ones such as by-post learning as well. In other words, distance learning is more general than e-learning and the latter is just a technique of the former.

1.3. Open Education

Open education that is also known home education is defined as " a technique of distance education that enables independent education for any person at any age and whatever his work is without requiring campus attendance"(UNESCO, 1991, p. 18). It is also known as "a type of education that is learner-centered. That is, the learner is responsible for learning himself and to go on his graduate studies in order to get a university or a training certificate. It is a type of education that is neither limited to campus nor confined to face to face interaction with the teacher as it is the case with traditional universities"(Afnan Darrora, 2001, p. 120).

Open education is a type of learning that emphasizes the learner's freedom of choice. It is based on making use of flexible teaching and learning strategies. It is a form of education that enables the student to learn at the place and time that meet his needs and conditions. It focuses on the learner not the school's. That's, its focal point is self-directed learning(Mohamed Al-Khateeb, 1999, p. 15).

Open education agrees with distance learning on the idea that the learner and the teacher are not at the same place, the concentration is on self-directed learning, it uses various educational mediums and that the administration is responsible for planning, organizing and conveying the learning message to the student"(Adel Al-Guindi, and et. al., 2001, pp. 20-22). However, open education and distance learning differ in that open education removes the impediments that hinder pursuing education such as requiring fixed age, qualification, grade, year of graduation or certain specialization. Conversely, distance learning requires strict regulations in most universities and does not respond to learners' needs easily. In other words, distance learning is not as flexible as open education concerning admissions requirements, the mode of study, the system of examination and the attainability of qualifications (UNESCO, 1991, pp. 38-40). Some educationalists think that distance education is a form of open education. Distance education is one of the techniques that open education may use in its programs. Moreover, distance learning focuses on how to get in touch with the learner, but open education concentrates on the aims and strategies of learning in light of the learner's abilities and needs (Najwa Yusuf, 1992, pp. 17-18). Open education also agrees with e-learning on using modern electronic communication media such as the computer and smart phone. Nevertheless, open education can be implemented using electronic mediums and without using it.

As shown above, distance education is an intermediate loop between open education and e-learning. It is more specific than open education since distance learning may be one of the techniques open education is implemented by. And distance education is more universal than e-learning as the latter may be one of the techniques of the former. Distance education can be carried using electronic mediums and without using it.

2. **The Reasons, Aims, Mediums and Characteristics of Distance Learning**

The current section highlights the reasons, aims, mediums and characteristics of distance learning as follows:

2. 1. **The Reasons for Using Distance Learning**

There are many geographical, social, economic, political and psychological reasons for putting distance learning into practice that are shown as follows:

2. 1. 1. **The Geographical Reasons for Using Distance Learning**

The geographical reasons for adopting distance learning are demonstrated as follows:

First; the difficulty of conveying the campus educational service to people in remote areas such as deserts, mountains and islands.

Second; the hardships some learners face when going to schools such as the lack of convenient means of transport and the struggle they undergo to get to the places of study (So'ad Umair, 2016, p. 52).

2. 1.2. The Social Reasons for Using Distance Learning

The social reasons for adopting distance learning are demonstrated as follows;

First; distance learning secures chances of education for unprivileged persons such as patients, prisoners, people with special needs and women in conservative communities (So'ad Umair, 2016, p. 52).

Second; distance learning enhances and encourages enrolling on literacy programs (Hala Ahmed, 2013, p. 384)..

2. 1.3. The Economic Reasons for Using Distance Learning

The economic reasons for adopting distance learning are demonstrated as follows:

First; the growing increase of the cost of campus education (Saeed Mahmoud and Mohamed Wannas, 2003, p. 133).

Second; the possibility of conveying the educational message to a large number of learners with a little cost (Samir Abesh and Rafiqa Khakeqa, 2021, p. 87).

Third; the possibility of securing learning opportunities for disadvantages people in order to raise their standard of living (Hala Ahmed, 2013, p. 384).

Fourth; participating in training working force needed for economic development (Mohamed Al- Manee', 2001, p. 112).

2. 1.4. The Political Reasons for Using Distance Learning

The political reasons for adopting distance learning are demonstrated as follows:

First; political disturbances and civil wars that result in instability in campus education.

Second; military occupation that imposes campus educational system that serves its wicked aims.

2. 1.5. The Psychological Reasons for Using Distance Learning

The psychological reasons for adopting distance learning are demonstrated as follows;

First; meeting the workers' need to improve their educational level since distance learning enables to work and study simultaneously.

Second; observing the discrepancy in abilities and aptitudes among learners as it is based on self-directed learning (Abdullah Al-Musa, 2003, p. 128).

Third; observing the learners' interests as it secures various educational options that reinforce students' motivation and achievement (Thiyab Ayyosh, 2000, p. 17).

2.2. **The Aims of Using Distance Learning**

The aims of putting distance learning system into effect are shown as follows (Raja' Al-Usaili, 2012, p. 355):

First; putting the principle of equality of access into effect owing to its capability for providing educational service for any person able to go on learning regardless of their social and economic level (Abdul Aziz A-Sunbul, 2001, p. 70).

Second; securing educational service for those who seek to do higher studies and improve their educational, vocational, social and economic status.

Third; enhancing literacy programs as it does not require attendance in actual classes as it the case with campus education.

Fourth; keeping pace with the rapid scientific and technological growth as it enjoys greater flexibility in modifying its plans and programs in comparison with campus education (Samir Abesh and Rafiqa Khakeqa, 2021, p. 87).

2.3. **The Mediums of Distance Learning**

Distance learning uses many various educational mediums; some of which are electronic and others are non-electronic. Distance

learning systems vary in their use of educational media according to the availability of human and material resources and the programs they offer. Examples of these mediums are shown as follows (Adel Al-Guindi, and et. al., 2001, p. 13).

2.3. 1. Printed Materials

The printed materials are academic subjects designed differently from traditional universities' textbooks. Distance learning subjects adopt pre-panned objectives the learner gradually achieves. In addition, those materials depend on constructive dialogue and include drills to measure the extent to which the targeted objectives have been fulfilled (Tayseer Al-Kilani, 2001, p. 33).

2.3.2. Radio and Televised Programs

Radio and televised programs are prepared by educational curricula experts in advance. These programs are televised regularly at fixed times. The learner can watch and listen to these programs live and recorded according to what suits him (UNESCO, 1991, p. 27).

2.3.3. The Academic Counselor

The academic counselor is a member of the teaching staff. He is nominated for a group of distance learners. He works as a supervisor for this group. He guides, conveys educational services and follows the students up. Too, he supplies the educational administration with reports about the students' scientific achievement (Tayseer Al-Kilani, 2001, p. 26).

2.3.4. The Computer

The computer as an educational medium includes both the personal and the central computers. The personal computer enables the learner to obtain the educational programs needed to enhance learning the syllabuses he studies and the knowledge he seeks at the

time he needs. The central computer that is connected to the learners' personal computers helps them to get into contact with teachers and academic supervisors and benefit from their knowledge and guidance (UNESCO, 1991, p. 27).

2.3.5. The Mobile Phone

The mobile phone helps the learners get in touch with the educational centers and academic supervisors so as that they could obtain the educational service without having to move to these centers (Ibtsam Musa and Wazina Jappar, 2016, p. 82).

2.3.6. Laboratories

Distance learning centers secure laboratories required for practical fields of knowledge such engineering, medicine, agriculture and science so as to enable students do required experiments (Tayseer Al-Kilani, 2001, p. 33 and UNESCO, 1991, p.33).

2.3.7. Field Training

Field training means enabling learners to gain experience through joining training centers. Distance learning institutions contracts with these centers for a fixed time. The students in the field of engineering, for instance, join factories that are related to their area of knowledge to get field experience (Tayseer Al-Kilani, 2001, p. 33 and UNESCO, 1991, p.33).

2.4. The Characteristics of Distance Learning

Distance learning has many characteristics that distinguishes it from traditional campus education. These characteristics are demonstrated as follows;

First; distance learning puts the principle of equality of access into effect. It provides learning opportunities for unprivileged people, who are illiterate or who have not completed their education, so

that they can go back into the educational ladder and actualize themselves (Raja' Al-Usaili, 2012, p. 355).

Second; distance learning releases the learner from space and time restraints. That is, the student does not have to attend in campus at fixed times regularly as it the case with traditional education (A'esha Al-Eidi, and Mohamed Bu-Fateh, 2018, p. 672).

Third; distance education is so flexible. The learner has got much more freedom in selecting the specialization he is interested in, the syllabus he desires at the place and time that suit him. In addition, it provides the educational service through numerous and various mediums with a lesser cost that guarantee learning opportunities with greater quality (Sheriff Murad and Aziz Munir, 2018, pp. 205 – 206). That is in comparison with traditional campus education that stipulates certain requirements that are sometimes difficult to meet.

Fourth; distance education reinforces self-directed learning and further education. Distance learning enhances acquiring the skills of self-directed learning and further education. This is because the learner takes the responsibility for his education in light of his abilities so as to reach his objectives without any direct interference from the teacher (Riham Ahmed, 2013, p. 7).

Fifth; distance learning secures a variety of educational mediums. It makes it easy for the student to learn through electronic and non-electronic educational mediums. This sets the learner free from being fully dependent on the teacher and the textbook (Hayat Qizdari, 2019, p. 130).

Sixth; distance learning alleviates the pressure that burdens traditional campus education. Distance education secures more learning opportunities for a greater number of people and this

decreases the burdens that cripple traditional campus education from achieving its targeted objectives (Hayat Qizdari, 2019, p. 129).

Seventh; distance education cost is lesser than traditional campus education. It requires fewer staff and lesser preparation in contrast to traditional campus education that needs multiple buildings, greater number of academic and administrational staff as well as a great deal of materials (Mohamed Al-Mallah, 2010, pp. 70 – 72).

3. The Proposal of the Algerian Open University; Distance Learning as an Integral Part of Campus Education

The suggested proposal of the present study revolves around the idea of integrating distance learning, e-learning and open education into the Algerian traditional university campus education. This integrated body is called 'The Algerian Open University'. This integration does not mean mixing all these modes of education hazardously, but it means that they have the same mission that is put into one plan to achieve the same targeted objectives with the same content but using different techniques and strategies according to what is suitable for each mode, making full use of the advantages of each of them and neutralizing the disadvantages of each. Through this integration, the open university provides learning opportunities for everyone whatever their age group and their socio-economic status. The elements of this proposal are shown in the following sections.

3. 1. The Principles of the Algerian Open University

The Algerian open university rests upon certain principles that are demonstrated as follows:

First; education is a right for everyone in society and the government has to provide it for every qualified person regardless of their age group and socio-economic context.

Second; the learner is free to choose the area of knowledge he likes in the light of his ability with the mode, technique and strategy of learning, place and time that suit him.

Third; self-directed learning is enhanced using multiple and various educational mediums.

Fourth; balance between the needs of the society and the individuals is secured.

3.2. The Objectives of the Algerian Open University

There are many objectives the Algerian open university seek to fulfill. These objectives are clarified as follows;

First; providing learning opportunities for students who are unable to go on their education as they cannot afford its cost.

Second; providing learning chances for students who are unable to attend campus education because of their health problems or the difficulty to move to campus education.

Third; securing learning opportunities for students who are unable to attend campus education owing to their work complexities.

Fourth; providing learning chances for unable to complete their studies because of their poor previous qualifications.

Fifth; providing learning opportunities for workmen who desire to complete their studies so that they can improve their social and vocational conditions.

Sixth; securing learning chances for any qualified person at any place and time.

Seventh; enhancing self-directed learning using modern technological mediums.

Eighth; making it easy for academic staff who find it difficult to move to campus education to go on their jobs online.

Ninth, helping the university to go on working during emergencies that result in full or part lockdown owing to pandemics, economic and political disturbances and natural disasters.

3.3. The Administrative and Organizational Structure of the Algerian Open University

The Algerian open university specifies an administrative and organizational unit for distance learning. This does not mean that this unit is separated from other university units. It means that distance learning is run by a specialized staff academically and technically and the mission of this staff is to spare no effort to achieve the targeted objectives with the highest quality and the least cost and in conformity with the university plan.

The administrative and organizational structure of the Algerian Open University is so flexible that it can adapt to emergencies. It collects between centralization and de-centralization. It takes into consideration the changeable circumstances. Not only is its mission to convey the educational message to learners, but to train them on how to use modern technology in education as well. Too, it is interested in training the academic staff regularly on how to deal with the modern technology in education, how to prepare syllabuses and how to make optimum use of teaching strategies. Moreover, it takes responsibility in assessing and developing the system of distance education continually. Besides, it encourages cooperation among like universities in and out of the country, concludes treaties and exchange experience with them.

3.4. The Learners of the Algerian Open University

The Algerian Open University provides graduate and post-graduate learning opportunities for the following;

First; the learners who can go on study in the traditional campus education.

Second; the learners who are enrolled on campus education, but cannot continue on this mode of learning due to their bad health, living and travel conditions.

Third; the learners who hold a general secondary school certificate or what is equal regardless of the age of qualification.

Fourth; the learners who are willing to complete university education at their residence such as housewives, patients, prisoners and physically handicapped.

Fifth; the learners who desire to change their specializations and unable to attend campus education.

Sixth; the graduates who are willing to get training courses in the fields needed by the force market.

Seventh; the workmen who desire to promote their knowledge and vocational skills.

3.5. The Algerian Open University Admission Policy

The admission policy of the Algerian open university distance learning mode is not as tougher as that of campus education. The policy of distance learning programs is to open the door for every learner willing to complete university education without any consideration to previous qualification, age or socio-economic status. Therefore, the Algerian open university's admission policy ought to consider the following;

First; the admission requirements set for different areas of knowledge ought to take into account the learners' abilities, aptitudes and academic and vocational interests.

Second; setting tests and personal interviews to make sure that the learner is eligible for the specialization he is willing to apply for.

Third; doing habilitation courses to help learners get the knowledge and acquire the skills needed to qualify for the specialization they are willing to apply for.

3.6. The Algerian Open University Modes of Study

The Algerian Open University Modes of Study vary from full time, part time, full academic year, term to credited hours. They vary in light of the learners' needs and conditions. The learner is free to choose the mode that suits him.

3.7. The Algerian Open University Study Programs

The Algerian open university has a wide variety of programs that consider the learners' abilities, needs, interests as well as the needs of the market of work force. These programs include the following;

First; the bachelor –degree university programs for learners who are eager to hold a university degree.

Second; the post-graduate studies for learners who are willing to hold MA and PhD degrees.

Third; transferring training programs for learners who desire to change their specializations.

Fourth; training programs for workmen in production and service sectors.

Fifth; habilitation programs for general secondary school students who are willing to join university.

Sixth; specific courses such as programs of computer skills and new languages for students who would like to learn these courses.

Besides, the Algerian open university provides preparatory syllabuses for the fields learners are going to study. It also sets admission tests to verify the learner's eligibility for the program he applies for. Too, it provides learners with leaflets and guides that contain information about study programs and syllabuses to help them decide the area of knowledge that meets their abilities, needs and interests.

The Algerian open university offers incentives, rewards, fees cut-offs to motivate learners to work hard and reach higher levels of achievement.

3.8. The Algerian Open University's Strategies of Teaching

The Algerian open university adopts various strategies of teaching. They include lecturing, discussion, team working, cooperative learning and problem-solving techniques. These strategies take into account the different intellectual abilities and learners' individual differences. In addition, they enhance self0directed learning and further education skills They also reinforce using modern media in learning and communication between learners and teachers.

3.9. The Algerian Open University's Teaching Aids

The Algerian open university uses a great number of teaching and learning mediums such as printed materials, video tapes, cassettes, educational radio and television, compact discs, computers, mobile

phones, the internet, e-libraries, satellite channels as well as regular meetings with learners for guidance.

Furthermore, the Algerian open university uses non-electronic mediums in education such as by-post learning, labs prepared by teachers and experts to enable learners do experiments. These mediums work integrally. Besides, there are local centers for distance learning that provide educational service for students as well as guide them.

3.10. The Algerian Open University Form of Evaluation

The evaluation the Algerian open university rests upon is inclusive, ongoing and accumulative. Inclusive evaluation means that it covers all the learner's religious, moral, cognitive, affective and psycho-motor aspects. It uses numerous and various assessment tools such as oral, written and practical tests, personal interviews, doing experiments, research assignments, projects, field studies , achievement files and self and peer assessment.

The evaluation the Algerian open university adopts is also ongoing. That is, it is not limited to final examinations as it the case with traditional education systems. It includes regular tests all the year round as well as formative and summative evaluation.

Too the evaluation the Algerian open university depends on is accumulative. In other words, it takes into consideration the learner's past achievements.

In addition, the learner's school work is re-marked and re-checked by a group of experts. Moreover, the learner 's assessment report is not only meant to reveal the score he gets, but to show his weaknesses and strengths and set remedial work to enhance and improve slow learners achievement.

3.11. The Algerian Open University Academic Staff

The teacher is the keystone of the educational system. The success and failure of this system rests greatly upon the teacher. Thus, for the success of the Algerian open university, there are highly qualified teachers believing in its vision, aware of its philosophy, aims and requirements. The teacher of the Algerian open university is well trained on modern technological mediums of education and communication, how to prepare subject materials in accordance with targeted standards and always updates his knowledge.

Needless to say that the Algerian open university has a highly prepared academic staff for distance learning that is equal to that's of campus education. Furthermore, it depends on well-prepared and highly trained academic counselors owing to the great role he plays in directing and guiding learners as well as making sure that they join the suitable type and level of study in order not to be a failure and leave study as a result.

3.12. The Algerian Open University Funding

The Algerian open university financing rests upon learners fees and government monetary support. It also depends on self-finding through marketing its counseling and research services and subject materials. In addition, it invests learners' academic projects to fund its activities, support talented, handicapped and poor students. Furthermore, it signs contracts with production and service sectors for self-financing in return for training their workforce. Moreover, it makes use of grants, contributions and donations sent by different charities and organizations in and out of the country beside the earnings from mutual programs and treaties with other universities.

3.13. The Algerian Open University Fees and Payments

The fees and payments of the Algerian open university take into consideration learners' standard of living so that they do not feel overburdened by these fees and consequently stop learning and leave study.

3.14. The Algerian Open University Supplies

The Algerian open university is supplied with modern and highly equipped infra-structure. There big buildings, sufficient materials, computers hardware and software, electronic portals, interactive television, internet access, compact discs, e-libraries, e-books, e-services, laboratories and local distance learning centers.

3.15. The Algerian Open University Quality and Accreditation

Paying attention to the quality and accreditation of the Algerian open university in general and its distance learning programs in particular is so essential. This requires the following:

First; setting up bodies and committees specified for meeting quality standards.

Second; defining criteria of quality and accreditation in conformity with recent researches in the field.

Third; creating adequate strategies of evaluation to guarantee that the Algerian open university meets quality standards.

Fourth; seeking accreditation for distance learning programs and certificates from the high councils of Arabian universities the same as the case of campus education's.

Fifth; signing treaties and partnerships with international universities to guarantee accreditation particularly for distance education' programs and awards.

3.16. The Algerian Open University Societal Preparation

The Algerian open university exerts effort to raise awareness of its programs and awards especially that of distance education in order to convince the society that it is at the same foot as campus education. It also spotlights on the successful graduates of distance learning and the extent to which they participate in the wellbeing of the society.

To conclude, the above mentioned proposal's purpose to combine distance learning and campus education is to maximize the advantages of each and to minimize their disadvantages in a way that meets the needs of both the individual and the society. To add, it responds to changes of time and place and can be modified to adapt to emergencies**.**

Conclusion

The present study aims to explore the definition, aims, importance and means of distance learning and how to make it an integral part of university campus education. It reached the following findings;

First; the Algerian open university is an educational system aims at conveying knowledge, values and skills to every qualified learner whether he can attend campus education or not and regardless of age and socio-economic status.

Second; the Algerian open university makes use of electronic and non-electronic medium of learning and communication. It depends on printed materials, text books, e-books, computers, mobile phones, the internet, satellite channels, educational radio and television, libraries and e-libraries, laboratories, by-post learning, regular meetings and so on.

Third; there are many geographical, social, economic and political reasons that make the Algerian open university a must. Some of

these reasons are the difficulty of conveying the educational service to learners in remote areas, the hardships some learners meet when moving to schools, the full or partial lockdown that is imposed on campus education in times of pandemics and political disturbances, the possibility to secure learning opportunities for disadvantages people such as patients, prisoners, women in conservative communities and the physically handicapped as well as the possibility to convey the educational service to a greater number of people with a lesser cost.

Fourth; the proposal of the Algerian Open University rests upon the idea of integrating distance learning, e-learning and open education into the Algerian traditional university campus education. This university bears one mission that is put into one plan to achieve the same targeted objectives with the same content but using different techniques and strategies according to what is suitable for each mode, making full use of the advantages of campus education and distance learning and neutralizing the disadvantages of each. Through this integration, the open university provides learning opportunities for everyone whatever their age group and their socio-economic status. The elements of this proposal are shown un the following sections.

In light of the research's findings, the present study recommends putting the proposal of the Algerian Open University into practice to activate the principle of equality of access for all learners and to overcome the problems campus education faces such as over-crowdedness of classes and lockdown emergencies. **The study draws attention to the following recommendations:**

First; adopting a flexible mode of study that takes into account the learners' different needs, interests and conditions. That is, the learners ought to have the freedom to select the mode of study that

suits them whether it is full time or part time, or whether it is an academic year, a term or a credit hour mode.

Second; using as many and various mediums of learning as possible. Printed materials, text books, e-books, computers, mobile phones, the internet, satellite channels, educational radio and television, libraries and e-libraries, laboratories, by-post learning, regular meetings should be available.

Third; using different techniques of evaluation such as oral, written and practical examinations, personality, intelligence quotient, creativity tests, interviews and observation.

Fourth; distance learners ought to do tests in local centers to avoid cheating plagiarism and revealing false identity.

Notes

1) Riham Ahmed, Tawzeef A-Talie'm Al-Elktroni le-Tahqeeq Ma'ieer A-Jawda fe-Al-Amalia A-Ta'liemya, *Arabian Journal for Securing Quality in Higher Education*, p. . 11, So'ad Umair, M'ayeer Jawdat A-Ta'liem Al-Electroni, *Majalat Tatweer*, p. 53, A'esha Al-Eidi, and Mohamed Bu-Fateh, Khalfiyat A-Ta'liem Al-Electroni fe A-Ta'liem Al-A'li, Jam'at Al-Aghwat Namuthagan, *The Researcher Journal in Social and humanistic Sciences*, p. 675, Samir Abesh and Rafiqa Khakeqa, Dor A-Talie'm Ka'ahad Awjoh A-Talie'm an Bu'd fe Tahqeeq Jawdat A-Talie'm Al-Jamie', *Journal of Studies of Development and Society*, pp. 92, Taher Jekhyowa, Ta'liem Al-Elktroni be Al-Jame'at Al-Jazaeriya bayna Tareeqa le Takhatti Al-Azma A-Sihyyia wa Waseela le Ta'zeez A-Ta'liem Al-A'li, Dirasa Madaniya, *Journal of Legal and Economic Researches*, pp. 569– 570.

2) Self-directed learning is: "a learning activity a person does out of self-desire with the aim of promoting his abilities and satisfying his interests for the purpose of developing his character". In other

words, self-directed learning is the knowledge one obtains as an outcome of learning oneself by oneself through one's interaction with one's environment in different situations where he satisfies one's motives. It is a strategy that centers on the learner and enables him to learn out of his interests at the time that is suitable for him so that he grows responsible for his learning and the extent to which he masters the knowledge, attitudes and skills he aspires to acquire, and his self-assessment. The most known self-directed learning techniques are programmed learning, the educational television and radio, by-post learning, distance learning, open education and e-learning. See: Atef Abd Al-Majeed, *A-Ta'llum A-Thati; Al-Baramij wa Al-Marahil*, no edition, p. 2 and Faten Qansuwah and Hana' Motawalli, *Dalil A-Ta'allum A-Thati*, no. edition, p. 3, p. 4 and p. 10.

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The Public's Reliance on Digital Platforms Supported by Artificial Intelligence Technologies as a Source of Information about Natural Disasters

"The Moroccan Earthquake is an Example" "A Field Study."

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Abstract

The Study aimed to identify the rate of public dependence on digital platforms supported by artificial intelligence technologies as a source of information about natural disasters. It used the descriptive approach in the style of a sample survey as a tool for collecting data. The sample consisted of (500) individuals from Egyptian and Jordanian citizens following the Moroccan earthquake disaster. The results reached: There is a statistically significant correlation between the rate of public reliance on digital news platforms supported by artificial intelligence technologies and the follow-up of the "Morocco Earthquake" disaster. This indicates that the greater the reliance on digital news platforms supported by technologies, the greater the follow-up to the "Morocco Earthquake" disaster; in addition, there are statistically significant differences between the forms of interaction of sample members with topics related to the damage resulting from the "Morocco Earthquake" disaster via digital platforms supported by artificial intelligence technologies according to the geographical distribution variable, and in the direction of the Egyptian audience, which indicates: the influence of news content on the importance of audience interaction with the news—transforming a receiver into a sender and sharer of information on his page.

Keywords*: digital platforms, artificial intelligence, natural disasters.*

Introduction

Digital platforms supported by artificial intelligence technologies have contributed to the emergence of new and innovative communication patterns that have helped provide many news services to the public thanks to the reliance on simulation robots that carry out the tasks of news coverage of current events, such as producing, photographing and editing news content in text and images in a language that simulates human intelligence as a result of dealing with big data accurately. Furthermore, it quickly develops and upgrades the news system thanks to simulation robots that broadcast news content related to current events.

Due to the increasing use of artificial intelligence technology, media institutions have tended to adopt alternative solutions due to the challenges imposed by digital developments on the news industry. Interactive digital platforms supported by artificial intelligence technologies have become a fertile media environment for performing the human tasks and roles that constitute the media production chain. These platforms have helped increase The transmission of news and information related to current events to the public more interactively, especially in times of crisis, and in particular, the publication of topics related to the "Morocco Earthquake" disaster, which led to the creation of a media environment based on interaction, dialogue, and participation between users and chatbots based on digital news platforms supported by tools. Artificial intelligence on topics related to the Moroccan earthquake disaster aims to enrich interactive discussions and exchange opinions about it between users, each other, and those in charge of these platforms. Therefore, researchers found the need to conduct a study to determine the public's dependence on digital platforms supported by artificial intelligence technologies as a source of information about natural disasters.

Literature Review

Previous studies varied between studies that were interested in studying the public's dependence on digital news platforms supported by artificial intelligence technologies to follow current events and others that were interested in forms of interaction with topics related to them on those sites, and when researchers reviewed studies related to the research topic, it was found that: There are many studies which emphasized the nature of the relationship between the rate of public follow-up to topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies and the interactivity of those platforms. The studies were arranged descending from newest to oldest as follows:

Muhammad (2024) aimed to identify the level of public awareness of the impact of algorithmic systems on the distribution of news content on Facebook and its relationship to their interactive behavior; the results revealed that the sample members have a high awareness of the algorithmic systems that distribute news content on Facebook platforms, despite their insufficient awareness of the existence of interventions. A human being behind this machine can influence the decisions of the content presented.

Abdel Basset (2023) examined the role of digital media in raising awareness of the issues of artificial intelligence technologies as a concept in the areas of their employment and the impact this had on Egyptian youth, specifically testing the presence of acceptance of artificial intelligence technologies technology, which results in shaping the Egyptian public's awareness of these technologies, and the results showed that individuals in the sample interact with the media messages that include products and services that rely on artificial intelligence technologies.

Makady (2023) identified the role of digital platforms supported by algorithms in educating and encouraging the public to consume news and interact with it actively. The results revealed a relationship between algorithmic awareness, self-monitoring, and active news consumption on Facebook, which indicates the mediating role of self-monitoring that levels of algorithmic awareness encourage active consumption when the risks of self-presentation on the platform are high.

Nechushtai et al. (2023) explored the extent of the ability of digital platforms equipped with algorithmic systems "Facebook, YouTube, Twitter" to help American participants in searching for news; the results showed that there are differences between individuals in the sample in political orientations towards the topics presented and that professionally produced news on some platforms constitutes the basic pillars which rely on the political orientations of the public in searching for information, such as Fox News in particular.

Abdel Ghaffar (2022) investigated the mechanisms and forms of audience interaction with reports of a social nature on the digital platforms of foreign Arabic-speaking channels. The results revealed a statistically significant relationship between the availability of interactive tools and the way the respondents interacted with reports of a social nature published on the digital platforms of foreign Arabic-speaking channels.

Wood (2021) aimed to identify the measurement of influencers' content across social media sites and the interaction strategy, which means the number of followers, the size of the content, and the areas of interest. The results revealed a significant positive interaction between the volume of content and areas of interest, which indicates that influencers with diverse interests can stimulate greater participation of followers by sharing more content on their social media accounts.

Comment on previous studies and the limitations of benefiting from them:

Through the researcher's review of previous scientific heritage, the researchers noted the following:

- The Arab and foreign schools agreed on the importance of the interactivity of social media, as it is a means that allows the user to interact with media content that includes various topics related to current events. It is a characteristic of both the medium and the user due to its ability to provide the public with information by providing the latest developments related to the "Morocco Earthquake" disaster. From the event site and broadcast on digital news platforms.
- Literature reviews represented a rich scientific resource from which researchers derived a sound scientific vision for the subject of the Study. Previous studies also contributed to identifying some important informational dimensions that take up part of the cognitive framework of the Study. By reviewing previous studies, it is clear that they helped researchers as follows:

1- Forming a clear vision of the research problem regarding its definition, formulation, and general framework.
2- Help determine the appropriate scientific method and tools for collecting data.
3- Determine the study sample and its applied field.
4- Determining the appropriate theoretical framework for the nature of the Study, represented in the theory of "symbolic interactionism," entails the ability to formulate questions and define the field study population and how to draw a sample from it.
5- Formulating the Study's hypotheses and questions scientifically to achieve its objectives based on the results.
6- Utilizing it in designing the questionnaire sheet.

7- Utilizing them in analyzing, interpreting, and commenting on the results in a correct scientific manner, as the theoretical frameworks of previous studies that were commented on in the current study are linked to the public's reliance on digital platforms supported by artificial intelligence technologies as a source of information about natural disasters "the Moroccan earthquake."

The Problem Statement

Due to the growing role played by artificial intelligence applications in creating digital content, media organizations have tended to take advantage of technologies supported by artificial intelligence tools to carry out various tasks more quickly by producing news content related to current events and presenting them to the public in a language that simulates human intelligence with text, audio, and images. Artificial intelligence technologies are an important source for the public to obtain news and information related to current events in times of crisis, especially the "Morocco earthquake" disaster, which led to the destruction of heritage buildings, homes, and basic road infrastructure, in addition to the high numbers of deaths and injuries. These platforms have formed a fertile environment for creating discussion. Interactive, based on dialogue and participation between the public and chatbots based on digital news platforms supported by artificial intelligence tools on topics related to the Moroccan earthquake disaster, to know the most important news and present different visions and ideas to confront that disaster. Therefore, the problem of the Study is crystallized in the following main question**: What is the rate of public dependence on the platforms?** Digital technology supported by artificial intelligence as a source of information about natural disasters? In light of the social presence of the audience on interactive news platforms supported by artificial intelligence tools to follow the content provided to them on the network.

Research Questions

1- What is the relationship between the rate of public dependence on digital news platforms supported by artificial intelligence technologies and the follow-up of the "Morocco earthquake" disaster?

2- What is the relationship between the public's follow-up of specific topics related to damage resulting from an earthquake disaster through digital platforms supported by artificial intelligence technologies and the degree of benefit from them?

3- What are the differences between the sample members' forms of interaction with topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies according to the geographical distribution variable?

The Hypotheses

To achieve the objectives of the Study and answer its questions, the study hypotheses were represented in three main hypotheses, which are:

1- There is a statistically significant correlation between the rate of public reliance on digital platforms supported by artificial intelligence technologies and the follow-up of the "Morocco earthquake" disaster.

2- There is a statistically significant correlation between the public's follow-up of specific topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies and the degree of benefit from them.

3- There are statistically significant differences between the sample members' forms of interaction with topics related to damage resulting from an earthquake disaster via digital

platforms supported by artificial intelligence technologies according to the geographical distribution variable.

The Significance of the Study

- **The theoretical importance is due** to the focus on the rate of public dependence on digital platforms supported by artificial intelligence technologies to follow the Moroccan earthquake disaster, as it is an important media tool that benefits the public in knowing the current events related to it, especially in light of the global interest in that disaster that led to the destruction of heritage buildings and homes and basic road infrastructure, in addition to the hundreds of deaths and injuries and the recovery of more bodies from under the rubble, which caused economic losses estimated at billions of dollars, which reflects the importance of these platforms in knowing the patterns of interaction with opinion and other opinions towards dialogue and participation.
- **As for the practical importance,** it is based on providing a vision of how to link digital media platforms supported by artificial intelligence technologies and the role they play in covering current events, especially in times of crisis, especially the devastating earthquake disaster that caused great damage to the old city of Marrakesh and its historical heritage, such as the destruction of homes and main roads. Historical buildings and ancient tourist attractions, the most important of which is the Tinmel Mosque, the symbol of the state, and the collapse of the city walls dating back to the Middle Ages, in addition to the fall of the Jewish Mellah neighborhood, in addition to the destruction of homes, the high toll of dead and wounded, and economic losses amounting to billions of dollars, which reflects the importance of these areas. Platforms cover natural disasters

and current events related to them, as they are considered an important field of media in providing the latest news and developments about them to know the public's reactions to them in order to reach new and innovative theories and perceptions within the framework of the relationship between the public and new media

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Objectives of the Study

The Study aims to achieve a main goal: the rate of public dependence on digital platforms supported by artificial intelligence technologies as a source of information about natural disasters. The following sub-goals emerge from this goal:

1- Knowing the relationship between the rate of public dependence on digital platforms supported by artificial intelligence technologies and the follow-up of the "Morocco earthquake" disaster.

2- Explaining the relationship between the public's follow-up of topics related to damage resulting from an earthquake disaster through digital platforms supported by artificial intelligence technologies and the degree of benefit from them.

3- Detecting differences between the sample members' forms of interaction with topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies according to the geographical distribution variable.

The Study Sample

The study was conducted on a purposive sample of (520 Egyptian and Jordanian citizens following the Moroccan earthquake disaster, users of digital news platforms supported by artificial intelligence technologies, aged (18: 30, 35 years, and above). The reasons for

the researcher's selection of the Egyptian and Jordanian public sample as a segment it represents an active sector in the Egyptian and Jordanian media environment, given its connection to the place of Study of researchers, in addition to the fact that Egyptian and Jordanian citizens represent different age and educational levels of a diverse nature, males and females, and both audiences have a love of learning about topics related to the "Morocco earthquake" disaster, which it is predominantly pictorial in order to follow the economic, social, political and developmental effects of that disaster, which provides researchers with a sample that correctly represents the original community of young people within society.

It was considered when selecting the sample to represent males and females, and according to the demographic variables, (20) Questionnaire (respondents) were deleted due to the lack of credibility in the numbering and honesty in providing information; the sample that was used was (500) male and female respondents residing in the countries of "Egypt and Jordan," and it can be described as follows:

(1) Description of the study sample according to demographic variables (n=500)

Demographics Characteristics		F	%
Gender	Male	263	52.6%
	Female	237	47.4%
Age	Age 18: 30 years	275	55%
	35 years and over	225	45%
Educational level	Bachelor's degree	355	71%
	Postgraduate studies	145	29%
Geographical distribution	Egyptian audience	290	58%
	Jordanian public	210	42%
Total		**500**	100%

The data in the previous table indicates the following:

- **Gender:** Males came in first with a percentage of (52%), followed by females with a percentage of (47.4%), which indicates that males are more inclined towards following current events because the nature of participation requires a kind of boldness and initiative; in addition to the difference in the nature and type of the sample in Egyptian society.
- **Age:** The results showed that the age group (18: 30 years) had a high percentage of (55%), followed by the age group (35 years and above) with a percentage of (45%). This indicates increasing public awareness of the dangers of the devastating earthquake disaster that led to the occurrence of economic, material, and human losses in the country, and therefore, they follow the events related to them on those platforms because of their enlightened mind to harm the issues that concern their Arab countries and because they have a mature culture and awareness to confront this phenomenon.
- **Educational level**: The results of the Study revealed that individuals with a bachelor's degree came in first at a rate of (71%), followed by postgraduate students at a rate of (29%), which shows us that Bachelor's degree students are the group most likely to pursue topics related to the "earthquake" disaster. Morocco" and interact with it because the concentration of Bachelor's degree students is higher than that of those with a post-university qualification.
- **Geographical Distribution**: The results of the Study revealed that the sample members residing in Egypt came first with a percentage of (58%), followed by those residing in Jordan with a percentage of (42%), which indicates that

the residents of Egypt have a higher population density than those residing in Jordan.

Study population:

Egyptian and Jordanian citizens represent the human community following the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence techniques. The study sample ranges in age from (18 to 30 years, 35 years and over), and due to the large number of sites based on covering current events, the researchers found it difficult to implement on those sites. Hence, the researchers resorted to conducting an exploratory study on a sample of (12) individuals from Egyptian and Jordanian citizens to determine the most important of these platforms on the network. The digital news platforms supported by artificial intelligence techniques based on covering current events according to the sample members' follow-up to them were as follows: Next: The "Facebook" platform is in the lead, followed by "YouTube," then "TikTok," followed by "Twitter," followed by "Instagram," and finally "Snapchat." The previous result indicates that the "Facebook" and "YouTube" platforms had the highest follow-up rates.

The Limitations of the Study

- **Human limits**: represented by a sample of Egyptian and Jordanian citizens following the "Morocco earthquake" disaster via digital news supported by artificial intelligence techniques, aged from (18: 30, 35 years, and above).
- **Spatial boundaries**: Limited to Egyptian and Jordanian citizens who use digital news platforms supported by artificial intelligence technologies. These two countries were chosen due to their connection to the place where the researchers studied.

- **Thematic limits:** Limited to topics related to the damage resulting from the "Morocco Earthquake" disaster on digital news platforms supported by artificial intelligence technologies. These topics are: "The destruction of buildings, homes, and archaeological monuments, the collapse of roads and services related to basic infrastructure, and the death toll rising to more than Thousands and hundreds of casualties, social disability for citizens in the affected areas, and serious economic losses estimated at billions of dollars."
- **Time limits**: The researchers conducted their Study on a sample of Egyptian and Jordanian citizens following the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence techniques. The study sample was applied in the period extending from 10/1/2023 to 11/30/2023.

Data Collection

A questionnaire newspaper was applied to a deliberate sample of (500) Egyptian and Jordanian citizens following the "Morocco Earthquake" disaster on digital news platforms supported by artificial intelligence techniques, the study sample. The study was also applied in the period extending from 10/1/2023 until 11/30/ 2023.

The Research Design and Methodology

This study belongs to descriptive studies, which rely mainly on the use of the sample survey method, as it is the ideal way to obtain quantitative and qualitative data for all paragraphs of the questionnaire sheet, as the sample survey method contains the collection of respondents' data as essential parts to know the rate of public dependence on digital platforms supported by technologies artificial intelligence is a source of information about natural

disasters, as the qualitative responses of the respondents depend on the interpretation of the digital results obtained because researchers in this type of study begin by monitoring and extracting results from the data obtained.

The researchers followed this approach because it responds to the goal of the study in Knowing the public's attitudes towards following up on the damage resulting from the "Morocco earthquake" disaster on digital news platforms supported by artificial intelligence technologies by measuring the responses of the respondents and the interaction of the sample members with the topics related to it, and based on that, the differences between the forms of the public's interaction with the topics related to it are inferred on digital news platforms supported by artificial intelligence technologies, according to the geographical distribution variable.

Study Variables

- Independent variable: natural disasters.
- Dependent variable: audience dependence on digital platforms supported by artificial intelligence technologies.

Cognitive Framework

- **First: Digital news platforms supported by artificial intelligence technologies and topics related to the damage resulting from the "Morocco earthquake" disaster:**

They are digital platforms supported by technologies that simulate human mental media capabilities that work to edit and formulate content automatically through algorithms without human intervention through a set of characteristics provided by computer programs in digital media (Mohamed, 2020).

Digital news platforms supported by artificial intelligence technologies are also an important media means for news coverage of the latest developments related to the damage resulting from the "Morocco earthquake" disaster in text, audio, and image, in

addition to the role they play in achieving broad, interactive participation with the public.

"These platforms work to cover and broadcast news content that arouses the public's interest from the event site" (Sabri, 2022, p. 202). They include the interactive tools available on these platforms to make the user a recipient, sender, and sharer of information (Maher, 2020, p. 194), especially Covering topics related to the "Morocco Earthquake" disaster.

Digital media is based on producing news content and broadcasting it to the public from the event site using text, audio, and images (Sabri, 2022, p. 202).

There are many digital news platforms supported by artificial intelligence technologies used to cover topics related to the "Morocco earthquake" disaster, including:

1- **Facebook:** A social network that allows the media communicator to contribute to creating the event, transmitting it, and commenting with absolute freedom, in addition to the majority of institutions relying on it to transmit their news and programs to promote them and direct communication between the institution and its following audience (Bounjma, 2024, p.76).

2- **Twitter:** A blogging platform used for social communication using (380) characters through electronic devices regardless of spatial or temporal conditions, and in a more extensive, fast, and accurate manner, with less cost and effort (Muhammad, 2019, p.130).

3- **YouTube:** It is one of the most popular websites that enable users to watch many published video clips that include various news and information that interest them at any time and place (Torres-Barzabal et al., 2020, p.12).

4- **How TikTok:** It is a smartphone application dedicated to recording and sharing videos between users (Herrman, 2019).
5- **WhatsApp:** An application that allows its users to send text and voice messages and files and share them across different groups in text, voice, and image, as well as make calls according to the user's needs (Sabri, 2023, p. 207).
6- **Instagram:** A social networking site that allows users to upload photos and videos, filter them digitally, and share them across groups (Al-Hawari & Muhammad, 2022, p. 234).

The public can benefit from digital platforms supported by artificial intelligence technologies to follow the types of topics related to the "Morocco earthquake" disaster as follows:

- Destruction of buildings, homes, and archaeological monuments.
- Collapse of roads and services related to basic infrastructure.
- The death toll rose to more than a thousand, and hundreds were injured.
- The occurrence of a social deficit for citizens in the affected areas.
- Large economic losses estimated at billions of dollars.

Interacting with topics related to the damage resulting from the "Morocco Earthquake" disaster on digital news platforms supported by artificial intelligence technologies:

It is to show the reactions that occur between users during the interaction process through comments, symbols, and various expressive forms provided by the algorithms of digital platforms (Kasroud, 2022, p. 29-30), as it is an appropriate measure to determine the effectiveness of the topics that institutions publish online and on social networking sites (Smith & Ronald, 2021, p.

255). Especially the interaction with the topics of "the destruction of buildings, homes, and archaeological monuments, the collapse of roads and services related to basic infrastructure, the death toll rising to more than a thousand and hundreds of injuries, social deficits for citizens in the affected areas, and serious economic losses estimated at billions of dollars."

Interactivity reflects the reactions of the receiving audience and the communicator about the content presented on digital platforms. It is based on providing many processes, such as wandering through programs or pages and making free choices compatible with their needs and interests, changing and modifying the content, and returning the results of this process to the broadcaster. The interaction process requires several tools to interact with other communication processes to achieve future and immediate goals. It is compatible with synchronous and asynchronous forms of communication (Ibrahim, 2023, pp. 618-619).

Forms of interaction with topics related to the damage resulting from the "Morocco Earthquake" disaster on digital news platforms supported by artificial intelligence technologies:

There are many forms of interaction with topics related to the "Morocco Earthquake" disaster, such as liking, commenting, and sharing (Mohamed, 2023, p. 249), including:

1- **Liked interaction:** It is a feature that allows the user to subscribe to various digital news pages, whether newspapers or television channels, to follow the latest news related to the content that interests them to interact with through those sites.

2- **nteract by commenting:** It means dialogue between users about the contents of issues that arouse their interest in the digital news pages that they follow to form different opinions about them, and it also represents one of the most

important interactive contributions for the public (Mohamed, 2023, p. 249).

3- **Interact by Participation:** This feature allows users to exchange ideas about news material related to issues that interest them and share them from one site to another using text, audio, and images.

- **Second: The Theoretical Framework of the Study "Introduction to Symbolic Interaction"**

The study is based on the theory of symbolic interactionism, as it is closest to the content of the study that addresses the public's reliance on digital platforms supported by artificial intelligence technologies as a source of information about natural disasters, as a theoretical framework for explaining the interaction between users and the information presented on digital media.

The roots of this theory also extend to the sociologist George Herbert Mead, who is considered one of the most prominent founders of the interaction theory, which focuses on the processes of interaction and social communication that occur between users and the social environment on the network, assuming that the reality of the environment is based on the individual's interpretation of his surroundings. The relationship between the actor and his surroundings is variable and not fixed because the individual can interpret the world around him and read the meanings he imagines for his social and natural world (Khan, 2020).

Ervin Goffman believes that social interaction is based on the individual's ability to represent the roles between sender and receiver. The expectations that others have about our behavior are like texts that we must realize to represent them (Ariel & Avidar, 2015).

Symbolic interactivity focuses on the process of interaction and communication between users through language, symbols, the

mind, and the self. Symbols are the meanings and connotations that indicate an individual's interaction with the content provided to satisfy his needs. They are social results that determine users' behavior patterns on the network. Symbolic social interaction is achieved through the communication function between users and the participation function that occurs through communication (Salama, 2018, p.12).

Dijck and Poell (2013) indicated that digital communication is based on the interconnection between users and symbols. Communication refers to the social and technical ability of online platforms to link content to users' activities on the network. Symbolic interactivity is also based on a set of basic concepts (Salem, 2032, p. 14), which are:

- **Interaction:** It is based on communication and mutual relationships between individuals.
- **Flexibility:** It means a person's ability to act in a set of circumstances in one way at one time.
- **Symbols:** These are interaction tools that individuals use to facilitate the process of communication and interaction between each other.

The theory of symbolic interactionism is also based on the following hypotheses (Salem, 2023, p. 14), **which are:**

1- The contribution of individuals to the shared meanings associated with symbols is a personal activity from which expected behavior patterns emerge. The awareness formed by the public from interaction with the topics presented by digital media appears in the cognitive, emotional, and behavioral responses they have from interaction with its content, ultimately forming interactive digital communication behavior.

2- Individuals act toward things based on what those things mean to them. Meanings are a product of social interaction

in human society through an interpretation process that each individual uses in his dealings with the signals he encounters (Nawa, 2016, p. 57).

Symbolic interactive refers to planned efforts in designing media websites, programs, and content that allow the user to the greatest extent of participation in the process of communication and freely choose from the content and services available on digital networks according to his needs and interests (Sobhi, 2021, p. 93).

The scientific literature reveals Various attempts to classify interaction with information related to the "Morocco earthquake disaster" on interactive digital platforms supported by artificial intelligence tools. A study was conducted (Mohamed, 2024, p. 392). The study focused on identifying the level of the public's awareness of the impact of algorithmic systems on the distribution of news content on Facebook and its relationship to their interactive behavior (Abdel Basset, 2023, p. 489) to know the role of digital media in raising awareness of the issues of artificial intelligence technologies as a concept and areas of their employment, a study was conducted (Makady, 2023). By identifying the role of digital platforms supported by algorithms in educating and encouraging the public to consume news and interact with it actively, the study by (Nechushtai et al., 2023) was concerned with Knowing the extent of the ability of digital platforms equipped with algorithmic systems (Facebook, YouTube, Twitter) in helping American participants search for news. Abdel Ghaffar (2022) identified the mechanisms and forms of audience interaction with reports of a social nature on the digital platforms of foreign Arabic-speaking channels.

The model of Williams Rice and Rogers indicates that the interactive process in the virtual world includes three main basic dimensions: "Control of communication," mutual communication between parties. The communication process with the same

opportunities available to them (Mutual Discourse) is the exchange of roles between the sender and the receiver (McMillan & Hawing, 2013).

The theory of symbolic interactivity will be applied in light of our study to determine the extent of the public's reliance on digital platforms supported by artificial intelligence technologies as a source of information about natural disasters. Users act in the media through what the contents of the topics presented on the scene mean to them to attract the public's attention, to infer the meanings of the interactive symbols that it is used by the public on digital platforms supported by artificial intelligence technologies, in order to know the patterns of public interaction with content related to the "Morocco earthquake" disaster, as the theory of symbolic interactionism is linked in the current study, to testing the relationship between the rate of public dependence on digital platforms supported by artificial intelligence technologies and following up on the "earthquake" disaster in Morocco, in addition to demonstrating the relationship between the public's follow-up of a type of topic related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies and the degree of benefit from them, in addition to revealing the differences between the forms of interaction of sample members with topics related to damage resulting from the "Morocco Earthquake" disaster. Through digital platforms supported by artificial intelligence technologies, according to the geographical distribution variable, which indicates employing factors influencing symbolic interactivity such as demographic variables and the nature and type of topics to achieve the study's objectives, hypotheses, and questions.

Validity and reliability procedures for the questionnaire sheet:

- To test the questionnaire sheet's validity and reliability and ensure its ability to achieve the study's objectives, the form

was presented to the arbitrators in the media field to verify its apparent validity. In light of the observations made by the arbitrators, the questionnaire sheet was modified and implemented during the year 2023, during the extended period. From 10/1/2023 until 11/30/2023, in calculating the stability of the questionnaire results, the researchers relied on the retest method, where after collecting the data, the researchers conducted a study on (5%) of the total field study items (20) items using a coefficient "Cranach's Alpha coefficient," which indicates that there is a high degree of consistency between the respondents' responses, and the following table shows us the calculation of the value of the reliability coefficient for the questionnaire sheet:

Table (2) Cronbach's alpha coefficient to measure the reliability of the questionnaire (n=500)

The field	Cronbach's alpha coefficient
Cronbach's alpha coefficient for all items of the questionnaire	0.90

The table data indicates the following:

- The value of the Cronbach's alpha coefficient was high (0.91), which means the reliability coefficient is high. It also indicates no significant differences in the respondents' responses and that the questionnaire sheet is valid for application.

Statistical Analysis

- Simple statistical ratios and frequencies were used for the questionnaire questions, the Pearson correlation coefficient (person) to measure the intensity and direction of the relationship between the variables, and the (T-Test) test to find differences between the averages of the sample members' interaction with topics related to the "Morocco

earthquake" disaster, and the (Cronbach's alpha) coefficient to measure the stability of the questionnaire sheet.

The Results

The field study sample represented the age group of (18: 30, 35 years, and older) of Egyptian and Jordanian citizens who use digital news platforms supported by artificial intelligence technologies, as it included a sample of (500) individuals, in addition to testing the results of the validity of the hypotheses and linking them to the questions and objectives of the study. The following is a presentation of the study results:

Table (3) The average dependency of the sample members on the digital news platforms supported by artificial intelligence technologies to follow up on the damages resulting from the "Moroccan earthquake" disaster (n = 500)

N	Reliance Rate	F	%
1	Highly adopted	203	40.6%
2	Moderate adapted	153	30.6%
3	Weakly adapted	144	28.8%
Total		500	100%

The data of the previous table indicates the following:

- (40.6%) of the sample confirmed that they rely to a large extent on digital news platforms supported by artificial intelligence technologies to follow up on the damage resulting from the "Morocco Earthquake" disaster, followed by reliance to a moderate degree by (30.6%), and finally reliance to a weak degree by (28.8%). This indicates the

keenness of these platforms supported by algorithms to evaluate news content related to current events and present it to the public in different ways and formats according to specific criteria to attract the largest possible audience, in addition to their keenness to follow up on knowledge of the latest developments related to the "Morocco earthquake" disaster, which led to the destruction of dozens of people. Villages, cities, regions, and archaeological sites from the historic city of Marrakesh, in addition to thousands of deaths and injuries and the displacement of thousands of residents, which is consistent with the study of Nechushtai et al. (2023). This is confirmed: Professionally produced news on some platforms constitutes the basic pillars that influence the political orientations of the public when searching for information, such as the Fox News platform in particular.

Table (4) The degree to which respondents follow the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies (n = 500)

N	Degree of follow-up	F	%
1	I follow to a large extent	185	37%
2	I follow up moderately	166	33.2%
3	I follow up to a weak degree	149	29.8%
	Total		

The data in the previous table indicates the following:

- (37%) of the sample confirmed that they are following the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies to a large extent, followed by follow-up to a

moderate degree (33.2%), and finally follow-up to a weak degree (29.8%), so It can be said that they are exposed to topics related to the "Morocco earthquake" disaster with great intensity, because they realize how important it is to them, resulting from the landslide that led to the destruction of ancient villages on the tops of the hills to become disaster areas, in addition to the closure of the road leading to the small town of "Asni," located in the Atlas Mountains.

Table (5) The sampling personnel are exposed to the quality of topics related to the damages resulting from the "Morocco earthquake" disaster through the newsletter backed by artificial intelligence technologies (n = 300), (n = 290), (n = 210), (n = 500) (You can choose more than one alternative)

N	Topics related to the damages resulting from the "Morocco earthquake" disaster	Egyptian Audiance		Jordanian Audiance		Total	
		F	%	F	%	F	%
1	Destruction of buildings, houses, and archaeological monuments	71	24.48%	46	21.90%	117	23.4%
2	Collapse of roads and services related to basic infrastructure	55	18.96%	57	27.14%	112	23.4%
3	The death toll rose to more than a thousand, and hundreds were injured	71	24.48%	23	10.95%	94	22.4%
4	Social deficit for citizens in affected areas	45	15.53%	57	27.14%	102	18.8%
5	Serious economic losses estimated at billions of dollars occurred	48	16.55%	27	12.87%	75	20.4%
Total		290	100%	210	100%	500	15%

The data in the previous table indicates the following:

- (23.4%) of the sample confirmed that they are monitoring the destruction of buildings, homes, and archaeological monuments among the topics related to the damage resulting from the "Morocco Earthquake" disaster, followed by the collapse of roads and services related to basic infrastructure at a rate of (22.4%), and then the occurrence of a social deficit for citizens in The affected areas increased by (20.4%), followed by a rise in the death toll to more than a thousand and hundreds of injuries by (18.8%), and finally serious economic losses estimated at billions of dollars by (15%).

- **In the Egyptian public's follow-up of topics related to the damage resulting from the "Morocco earthquake" disaster through digital news platforms supported by artificial intelligence technologies**: (24.48%) of the sample confirmed that they are following the destruction of buildings, homes, and archaeological monuments, the death toll rising to more than a thousand, and hundreds of wounded among topics related to the damages resulting from the "Morocco earthquake" disaster, followed by the collapse of roads and services related to the basic infrastructure by (18.96%), and then serious economic losses estimated at billions of dollars by (16.55%), and finally a social deficit of citizens in the affected areas (15.53%), which indicates: They are interested in following up on topics related to the "Morocco Earthquake" disaster on digital news platforms supported by artificial intelligence tools, as they are

characterized by the speed of transmitting news and information related to it, as well as their awareness of the extent of the damage resulting from that disaster, which led to the occurrence of human, material, and heritage losses, in addition to the influx of many wounded into Marrakesh hospitals, which prompted the authorities to call on citizens to donate blood, in accordance with a study Muhammad (2024). This showed that the sample members are highly aware of the algorithm systems that distribute news content on Facebook platforms, although they do not realize enough because there are human interventions behind this machine that can affect the decisions of the submitted content.

- **In the Jordanian public's follow-up of topics related to the damage resulting from the "Morocco earthquake" disaster through digital news platforms supported by artificial intelligence technologies**: (27.14%) of the sample confirmed that they are following the collapse of roads and services related to basic infrastructure, the occurrence of a social deficit for citizens in the affected areas, Followed by the destruction of buildings, homes, and archaeological monuments by (21.90%), then serious economic losses estimated at billions of dollars by (12.87%), and finally the death toll rose to more than a thousand and hundreds of wounded by (10.95%), so it can be said: They are following the information related to the "Morocco Earthquake" disaster through digital news platforms supported by artificial intelligence technologies to know the latest developments related to it, to understand the events taking place around them so that they can interpret them, as they are renewable platforms that publish everything real-time about the events related to that disaster, which is what made these sites a distinguished position among the current media for its ability

to attract the masses to it from all groups, as well as the contribution of these platforms in educating the public about how to deal with crises and disasters and achieve their societal participation by guiding volunteer teams with methods and methods of access to remote areas most affected in an area in the Atlas Mountains to help the affected people In the affected areas, which is compatible with the study of Nishoshtai et al. (2023). This revealed differences between members of the in-kind regarding the political trends of the subjects presented.

Table (6) The degree to which sample members benefited from following up on the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies (n = 500)

N	Degree of benefit	F	%
1	Benefited greatly	215	43%
2	Benefited moderately	150	30%
3	Benefited to a weak degree	135	27%
	Total	500	100%

The data in the previous table indicates the following:

- (43%) of the sample confirmed that they benefited greatly from following up on the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies, followed by benefiting to a great extent (30%), and finally benefiting to a moderate degree (27%). Therefore, it can be said that they depend on following the media material provided to them due to the importance of the role played by these

platforms, as they are renewable platforms that publish everything current about current events, and therefore, they look at them to find out the latest news and developments related to the "Morocco Earthquake" disaster. Which led to a rise in the death toll and more bodies being recovered from under the rubble.

Table (7) Digital news platforms supported by artificial intelligence technologies that sample members are keen to follow to obtain news related to the "Morocco earthquake" disaster (n=500) (You can choose more than one alternative)

N	Digital news platforms supported by artificial intelligence technologies	F	%
1	Facebook platform	135	27%
2	YouTube platform	95	19%
3	Twitter platform	93	18.6%
4	Tik Tok platform	85	17%
5	Instagram platform	49	9.8%
6	Snapchat platform	43	8.6%
	Total	500	100%

The data in the previous table indicates the following:

- (46%) of the sample confirmed that they follow the "Facebook" platform to obtain news related to the "Morocco Earthquake" disaster, followed by "YouTube" (19%), then "Twitter" (18.6%), followed by "Tik Tok" (17%), followed by "Instagram" by (9.8%), and finally "Snapchat" by (8.6%), which indicates: the ability of digital news platforms supported by simulation robots to produce and

broadcast news content to meet public protests in the natural language that simulates human intelligence with natural language that mimics human intelligence, as well as continuous updating of the news material to provide the opportunity to reach the largest window of interaction between platform-based chatbots and the audience. Makady (2023) revealed a relationship between algorithmic awareness, self-monitoring, and active news consumption on Facebook.

(8) Elements of attracting respondents towards the following topics related to the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies (n = 290), (n = 210), (n = 500) (You can choose more than one alternative)

N	Attraction Elements	F	%
1	Video clips related to the topics of the "Morocco Earthquake" disaster	133	26.6%
2	Thematic images	96	19.2%
3	Personal photos	64	12.8%
4	Studies and Research	74	14.8%
5	Analysis and comments of free discussion panels related to disaster topics in Morocco	133	26.6%
	Total	500	100%

The data in the previous table indicates the following:

- (26.6%) of the sample confirmed that they are attracted to the following video clips related to the topics of the "Morocco Earthquake" disaster, analysis and comments for free discussion panels related to disaster topics in Morocco, which indicates the nature of digital news platforms that focus on providing visual content that is appropriate for the nature of the audience using these platforms, due to the nature of the contents related to the "Morocco Earthquake" disaster, which made it capture the public's attention by following the content provided to them through these platforms, which includes all the details of the disaster following the directions and policies of the Kingdom of Morocco that establishes the devastating earthquake disaster. The priority of its agenda is to re-house the affected people and take care of the most affected groups, which affects the country's economic growth balance because these news platforms aim to attract the largest number of viewers, followed by objective images with a percentage of (19.2%), which shows us that they are not inclined to public reading for events related to the "Morocco Earthquake" disaster, given that the reader or viewer is satisfied with pictures that are an alternative to a thousand words and then studies and Research at a rate of (14.8%), which indicates that digital news platforms are keen to provide studies and Research to achieve good results related to the damages resulting from the "Morocco Earthquake" disaster, so that the target audience understands the amount of material and human losses to society in order to deal with these crises with caution, and finally, personal photos (12.8%), and this can be explained: that they are connected to following up on events related to the events related to the

"Morocco Earthquake" disaster. This is because digital news platforms supported by artificial intelligence tools present events that include images that illustrate the effects of the devastating earthquake disaster that led to the destruction of buildings, roads, and the country's infrastructure, as well as economic losses estimated at billions of dollars.

Table (9) Respondents' forms of interaction with topics related to the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies (n=290), (n=210), (n=500) (You can choose more than one alternative)

N		Forms of interaction	Egyptian Audiance		Jordanian Audiance		Total	
		F	%	F	%	F	%	
1	Like	36	12.41%	35	16.68%	71	14.2%	
2	Comment	181	62.41%	125	59.52%	306	61.2%	
3	Share	73	25.18%	50	23.80%	123	24.6%	
Total		290	100%	210	100%	500	15%	

The data in the previous table indicates the following:

- (61.2%) of individuals confirmed that They prefer to interact by commenting on topics related to the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies, followed by interaction by sharing (24.6%), and then interaction by liking (14.2%).

- **Regarding interaction with likes**: (16.68%) of the Jordanian public confirmed that they prefer to interact with admiration with topics related to the damage resulting from the "Morocco earthquake" disaster through digital news platforms supported by artificial intelligence technologies, compared to (12.41%) for the Egyptian public, and this indicates: that These sites enjoy a high degree of credibility among their audience who follow topics related to the "Morocco Earthquake" disaster as a result of the continuous updating of the content provided to them on those sites, following the study of Abdel Basset (2023) which indicated: Individuals of the sample interact with media messages that include products and services that rely on artificial intelligence technologies.
- **Regarding interaction by commenting**: (62.41%) of the Egyptian public confirmed that they prefer to interact by commenting on topics related to the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies, compared to (59.52%) of the Jordanian public, which indicates: that digital news platforms provide diverse content that is accurate and objective and includes all aspects related to the devastating "Morocco earthquake" disaster, as well as its connection to the lives of individuals, which enhances the trust and credibility of the public in those platforms and works to strengthen their role in educating the public, which is what made them tend towards using the commentary tool is used to express their opinions regarding topics related to the devastating earthquake disaster, as it represents the common dialogue aspect between those platforms and their interactive audiences, which achieves broad public participation between those

platforms and their audiences, in accordance with the study of Abdel Ghaffar (2022) which indicated: There is a statistically significant relationship between the availability of interactive tools and the way respondents interact with reports of a social nature published through the digital platforms of foreign Arabic-speaking channels.

- **In interaction with share**: (25.18%) of the Egyptian public confirmed that they prefer to interact with admiration with topics related to the damage resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies, compared to (23.80%) of the Jordanian public, which indicates: They share topics related to the "Morocco Earthquake" disaster on their pages, which leads to an increase in page follow-up rates for non-followers due to the importance of the issue to them, which is consistent with the study of Tafesse and Wood (2021) which showed: There is a significant positive interaction between the volume of content and areas of interest, a result that indicates that influencers with diverse interests can stimulate greater engagement from followers by sharing more content on their social media accounts.

Table (10) Sample members' follow-up to news sources related to topics related to the damages resulting from the "Morocco Earthquake" disaster via digital news platforms supported by artificial intelligence technologies (n = 500)

N	Sources of news related to the "Morocco earthquake" disaster	F	%
1	Newspapers and news agencies on the Internet	96	19.2%
2	Reports of correspondents and delegates	117	23.4%

3	Responsible sources	65	13%
4	Social networking sites	81	16.2%
5	Conferences and seminars	65	13%
6	Interviews with guests inside the studio	35	7%
7	Experts and specialists	41	8.2%
Total		500	100%

The data in the previous table indicates the following:

- (23.4%) of the sample confirmed that they prefer to follow the reports of correspondents and delegates about the "Morocco Earthquake" disaster. This indicates that digital news platforms supported by artificial intelligence tools are keen to provide various forms of news accompanied by visual material through the network of their correspondents on the site. The event, which affects the viewing audience to a great extent, has a significant impact on viewers as it covers current events from the event sites, which reflects the confirmation of the credibility of the topics presented to it on those platforms, followed by newspapers and news agencies on the Internet with a percentage of (19.2%), so it can be said that they rely on it due to representing an important source for obtaining information related to topics related to the "Morocco Earthquake" disaster, given that it is characterized by speed in conveying current events because it has a network of correspondents spread throughout the world, and then social networking sites at a rate of (16.2%). It was followed by responsible sources, conferences, and seminars at a rate of (13%), followed by experts and specialists at a rate of (8.2%), and finally, meetings with guests inside the studio at a rate of (7%) indicating that it is

an important attraction for obtaining news and information from its source and knowing their opinions directly.

Results of the hypotheses test

- **The first hypothesis: This hypothesis states that there is a statistically significant correlation between the rate of public reliance on digital news platforms supported by artificial intelligence technologies and the follow-up of the "Morocco earthquake" disaster**.

Table (11) The relationship between the rate of public dependence on digital news platforms supported by artificial intelligence technologies and the follow-up of the "Morocco earthquake" disaster. (n=500)

Variables	The rate of audience adoption on digital news platforms supported by artificial intelligence technologies		
	The value of T	The significance level	The significance level
Follow-up of the "Morocco Earthquake" disaster	0.59 **	0.01	0.05

*** Significant at the level of (0.01) ** Significant at the level (0.05)**

The data in the table above indicates the following:

- Using the correlation coefficient (person): It was revealed that there is a statistically significant correlation between the rate of public reliance on digital news platforms supported by artificial intelligence technologies and following up on the "Morocco earthquake" disaster. The value of the correlation coefficient reached (0.59**), which is significant at the level of (0.01).), which indicates that the greater the reliance on digital news platforms supported by technology, the more follow-up to the "Morocco Earthquake" disaster will be to know the latest developments on related topics.

This comes in light of the high number of deaths and injuries and the continued search for survivors by local and international rescue teams underneath. The rubble, in addition to the influx of many citizens to health centers to donate blood in response to the authorities' call to treat injured people who need blood transfusions.

- **The second hypothesis: This hypothesis states that There is a statistically significant correlation between the public's follow-up of specific topics related to damage resulting from an earthquake disaster through digital platforms supported by artificial intelligence technologies and the degree of benefit from them**.

Table (12) The relationship between the public's follow-up of specific topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies and the degree of benefit from them (n = 500)

Variables		Public follow-up of topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies	
	The value of T	The significance level	The significance level
The degree of benefit from them	0.33 **	0.01	0.05

*** Significant at the level of (0.01) ****
Significant at the level (0.05)

The data in the table above indicates the following:

- Using the correlation coefficient (person): It was revealed that there is a statistically significant correlation between the public's follow-up of specific topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies and the degree of benefit from them. The value of the correlation coefficient reached (0.33**), which is a function at the level of (0.01); this indicates that the more topics related to damage resulting from an earthquake disaster are followed through digital platforms supported by artificial intelligence technologies, the greater the degree of benefit from them, which shows us: They are more aware of the disaster they are following on those platforms, and the resulting about the devastating earthquakes that led to the closure of the road leading to the small town of Asni, located in the Atlas Mountains, as well as the destruction of ancient villages located on hilltops and areas near the historic city of Marrakesh, turning them into rubble.
- **The third hypothesis** states that **there are statistically significant differences between the sample members' forms of interaction with topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies according to the geographical distribution variable.**

Table (13) Significance of statistical differences between the sample members' forms of interaction with topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies

according to the geographical distribution variable (n=500)

Scale	Egyptian Audience		Jordanian Audience		the value of (T)	Significance Level	Significance Level
	Mean	Total ranks	Mean	Total ranks			
Forms of interaction of sample members with topics related to damage resulting from an earthquake disaster	2.20	0.81	1.81		3.77 **	0.01	0.05

*** Significant at the level of (0.01) ** Significant at the level (0.05)**

The data in the previous table indicates the following:

- **Using the T-Test**: It became clear that there were statistically significant differences between the forms of interaction of sample members with topics related to the damage resulting from the "Morocco Earthquake" disaster via digital platforms supported by artificial intelligence techniques according to the geographical distribution variable and in the direction of the Egyptian public, and it amounted to the value of t = (3.77**), which is significant at the level of (0.01), which indicates: the impact of the news content on the importance of the audience's interaction with the news and the transformation of the receiver into a sender and sharer of information on his page. Also, the level of confidence of males is higher than that of females because they more follow up on issues related to the "Morocco Earthquake" disaster, and this comes in light of the Moroccan authorities' assessment of the extent of the destruction caused to archaeological sites and the development of a special strategy for their restoration, in

addition to activating the urgent program to shelter those affected and take care of them as a result of the devastation caused by the earthquakes that struck the country.

Conclusion

- Through the study, the researchers tried to find out the relationship between the rate of the public's reliance on digital news platforms supported by artificial intelligence technologies and the follow-up of the "Morocco earthquake" disaster, as well as to know the differences between the forms of interaction of the sample members with it, because interactive media has a major impact on shaping the public's attitudes towards current events, especially the "Morocco earthquake" disaster, which led to the collapse of homes, heritage buildings, and basic road infrastructure, in addition to material and human losses estimated at billions of dollars, so it has become necessary to pay attention to topics related to current events that arouse the public's interest in order to know their reactions to them. It asked questions to find solutions to reach innovative theories and perceptions within the framework of the relationship between the public and the media. The study reached a set of results, the most important of which are:
- The vast majority of the sample confirmed that they are following the destruction of buildings, homes, and archaeological monuments among the topics related to the damage resulting from the "Morocco earthquake" disaster, followed by the collapse of roads and services related to basic infrastructure, and then the occurrence of a social deficit for citizens in the affected areas, followed by an increase in the death toll for more than thousands and

hundreds of casualties, and finally serious economic losses estimated at billions of dollars.

- The results showed that there is a statistically significant correlation between the rate of public reliance on digital news platforms supported by artificial intelligence technologies and the follow-up of the "Morocco earthquake" disaster, which indicates that digital news platforms supported by artificial intelligence technologies have performed their assigned role to the fullest in presenting the topics that members care about participants in it to know the latest developments around it, which comes in light of the high number of dead and wounded and the local and international rescue teams continuing to search for survivors under the rubble, in addition to the influx of many citizens to health centers to donate blood in response to the authorities call to treat the injured who need blood transfusions, which is reflected in to attract the following audience towards participating in overcoming the opinion and finding solutions to get out of this disaster.
- The results showed that there is a statistically significant correlation between the public's follow-up of the quality of topics related to damage resulting from an earthquake disaster via digital platforms supported by artificial intelligence technologies and the degree of benefit from them, which shows us: they are more aware of the disaster that they follow on those platforms, resulting from the devastating earthquakes that caused To close the road leading to the small town of Asni, located in the Atlas Mountains, in addition to destroying the ancient villages located on the tops of the hills and the areas near the historic city of Marrakesh, turning them into rubble.

- The results showed that there were statistically significant differences between the forms of interaction of sample members with topics related to the damage resulting from the "Morocco Earthquake" disaster via digital platforms supported by artificial intelligence technologies according to the geographical distribution variable and in the direction of the Egyptian audience, which indicates: the influence of news content on the importance of audience interaction with the news and turning into a receiver into a sender and sharer of information on his page, this comes in light of the Moroccan authorities assessing the extent of the destruction caused to archaeological sites and developing a special strategy for their restoration, in addition to activating the urgent program to shelter those affected and take care of them as a result of the destruction caused by the earthquakes throughout the country.

The study also reached a set of recommendations, the most important of which are:

- Emphasizing the need for digital news platforms to conduct media campaigns to educate the public about the dangers of natural disasters, with interest in establishing a national governmental center that includes all activities at the country level to deal with disasters and crises, with the need to adopt guiding principles for reducing disaster risks and preparing for them by encouraging civil society initiatives to confront these phenomena with various methods to provide relief to those affected and provide support to them, in addition to rebuilding and general rehabilitation of the affected areas, while making use of meetings with experts in the natural sciences and geology to ask questions and proposed solutions to confront this phenomenon, which reflects the importance of public interaction with topics related to this

phenomenon which is based on enriching the interactive discussion on digital news platforms between communicators and the public, to reach new and innovative theories and perceptions within the framework of the relationship between the public and digital media.

Research Proposals

In light of the study, the researcher presents a set of proposals, which are:

- The role of artificial intelligence applications in educating the public about the risks of natural disasters.
- Public trends towards following the social impacts of the Morocco earthquake disaster on the GPT chat platform.

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Measuring the Intention to Adoption of Environmental Sustainability in FMCG Enterprises using the Technology Acceptance Model (TAM)

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***Abstract*:**

Using the Technology Acceptance Model (TAM) as a theoretical framework, this research explores how Fast-Moving Consumer Goods (FMCG) firms intend to implement environmental sustainability practices. A strong positive association between perceived usefulness and the behavioral intention to adopt environmental sustainability practices is established by research using correlation analysis, linear regression analysis, and multiple regression. Perceived ease of use also has a favorable effect on the behavioral intention to implement sustainability practices, according to the data. The results provide a detailed understanding of the elements influencing the adoption of sustainability in the fast-moving consumer goods (FMCG) industry, which is useful in both the academic and practical spheres. The research finishes with practical suggestions for moving forward, such as new ways of communicating and training employees, involving stakeholders, creating incentive programs, and incorporating sustainability into company culture.

Keywords*: Technology, Model (TAM), Goods (FMCG), environmental sustainability.*

Introduction

These models have been widely applied and extended in various studies to explore technology acceptance across different sectors and applications. For instance, the application of these models in the insurance sector, specifically in understanding policyholders' acceptance of chatbots, provides insights into technology acceptance in service-oriented industries (Andrés-Sánchez & Gené-Albesa, 2023). Similarly, the integration of personality traits, like the Light Triad, into the traditional TAM framework indicates a growing interest in understanding the psychological factors influencing technology adoption behaviors (Leahy et al. This adaptation underscores the need to consider specific environmental and contextual factors influencing technology adoption in different settings.

Similarly, the exploration of technology acceptance in innovative environments like the metaverse for teaching anatomy demonstrates how these models can be applied to understand technology acceptance in emerging technological domains (Kalinkara & Özdemir, 2023). In the healthcare sector, the application of technology acceptance models to understand the adoption of e-learning technologies among clinical staff and telemedicine applications reflects the growing intersection of technology and healthcare (Stiller & Wager, 2023; Leelavathi, Manjunath, & Somasundaram, 2023). Additionally, the exploration of technology acceptance in consumer-focused industries, such as the beauty industry's adoption of blockchain technology, provides an interesting perspective on technology acceptance outside the traditional domains of IT and healthcare (Kim & Jin, 2023). The exploration of the technology acceptance model in the context of customer engagement emphasizes the broader implications of technology acceptance on business and marketing strategies

(Kumar, Banerjee, Al-Salti, & Upadhyaya, 2023). The healthcare sector continues to be a significant focus area for technology acceptance research, as evidenced by the studies on the adoption of e-learning technologies among clinical staff (Stiller & Wager, 2023) and the acceptance of telemedicine applications (Leelavathi, Manjunath, & Somasundaram, 2023).Moreover, the exploration of blockchain technology in the beauty industry by Kim and Jin (2023) reveals the expanding scope of technology acceptance beyond traditional IT and healthcare sectors.

This study illustrates how emerging technologies like blockchain can find relevance in consumer-focused industries, emphasizing the need for industry-specific acceptance models that cater to the unique characteristics and requirements of different sectors. The examination of the technology acceptance model in the realm of customer engagement by Kumar, Banerjee, Al-Salti, and Upadhyaya (2023) highlights the broader business implications of technology acceptance.

This perspective is essential for businesses and marketers as it underscores the importance of understanding how customer satisfaction and engagement are influenced by technology adoption and usage. This study tries to dive into the elements that influence the intention of FMCG firms to embrace such methods and contribute to sustainable business practices.

The Technology Acceptance Model (TAM), a pivotal framework in understanding technology adoption, presents a compelling rationale for studying the intention to adopt sustainability practices and technologies. Originating from Davis's work on perceived usefulness and ease of use as primary determinants of technology acceptance, TAM offers a robust and adaptable tool for various technology-related studies, including sustainability technologies.

This model's relevance in the context of sustainability stems from its ability to dissect users' perceptions, an essential aspect when considering the adoption of sustainable practices and technologies. TAM's adaptability to different contexts, as evidenced in its application across various sectors, suggests its suitability for studying sustainability technologies. Integrating environmental concern into TAM, as proposed by some researchers, enhances the model's applicability to sustainability. Studies on the acceptance of solar energy technologies, for instance, employ TAM to discern factors influencing individuals' intentions to adopt these technologies, demonstrating the model's effectiveness in predicting sustainable technology acceptance.

These additional factors consider social and psychological aspects influencing technology adoption, providing a comprehensive framework for understanding sustainable technologies and practices acceptance. In corporate settings, TAM's application demonstrates its adaptability to different organizational cultures and values, crucial for promoting sustainability within corporate structures.

The significance of sustainable technology acceptance in healthcare, as indicated by TAM-based studies on telemedicine applications, highlights the potential of TAM in facilitating sustainable healthcare practices adoption. leveraging TAM to study the intention to adopt sustainability practices and technologies is well-founded. Its proven efficacy across sectors, ability to incorporate additional sustainability-related factors, and capacity to capture the nuances of technology acceptance in diverse contexts make it an ideal framework for understanding and encouraging the adoption of sustainable technologies and practices. Utilizing TAM, researchers, policymakers, and organizations can gain valuable insights into the factors

influencing sustainability adoption, aiding the development of targeted strategies to foster a more sustainable and environmentally conscious future.

Literature Review

Fast-moving consumer goods companies are under growing pressure to implement sustainable practices across their value chains as a result of growing concerns. This chapter takes a look at the setting in which FMCG businesses intend to implement sustainability practices using the Technology Acceptance Model (TAM).

In the Fast-Moving Consumer Goods (FMCG) sector, environmental sustainability has become a paramount concern, driven by increasing consumer awareness and regulatory pressures. The application of the Technology Acceptance Model (TAM) in understanding and facilitating this transition towards sustainability is particularly relevant. The FMCG sector's environmental impact is multi-dimensional, encompassing issues such as carbon emissions, water usage, waste generation, and the depletion of natural resources. Nyimbili and Chalwe (2023) highlight the importance of understanding the acceptance and adoption of new technologies and practices, which is crucial in the FMCG sector's journey towards sustainability.

The adoption of eco-friendly technologies and sustainable business practices requires a deep understanding of the factors that drive organizational change and consumer behavior (Nyimbili & Chalwe, 2023). Andrés-Sánchez and Gené-Albesa (2023) underscore the importance of consumer acceptance of new technologies, such as biodegradable packaging and refillable

containers, which align with the principles of TAM in terms of perceived usefulness and ease of use Davis (1989).

Similarly, the adoption of sustainable technologies in production processes, including energy-efficient machinery and water conservation systems, can be examined through the TAM lens (Andrés-Sánchez & Gené-Albesa, 2023). The complexity of these global supply chains requires a nuanced understanding of technology acceptance at various levels, from raw material sourcing to product distribution. Kemp (2023) suggests that an extended Educational Technology Acceptance Model (EETAM) could offer insights into how training and education in sustainability practices can be effectively implemented in corporate settings (Kemp, 2023) demonstrate the application of TAM in understanding workers' acceptance of digital procedures, which can be extrapolated to understand employee acceptance of sustainable practices within the FMCG sector (Hendricks, Smith, Peres, & Sasangohar, 2023). Moreover, the FMCG sector is also exploring innovative solutions like blockchain technology for supply chain transparency and traceability.

Kim and Jin’s (2023) study on blockchain technology acceptance in the beauty industry illustrates how TAM can be applied to understand the acceptance of such innovative technologies in the FMCG sector (Kim & Jin, 2023). Çalışkan and Sevim (2023) show how the Technology Acceptance Model can be used to study the acceptance of service robots in hospitality, providing insights into how similar strategies could be employed in the FMCG sector to promote sustainable consumer practices (Çalışkan & Sevim, 2023). The FMCG sector's transition towards environmental sustainability is a complex process that involves technological, behavioral, and strategic shifts.

The application of the Technology Acceptance Model (TAM) and its variants offers valuable insights into how these changes can be effectively implemented and accepted by various stakeholders, including consumers, employees, and supply chain partners. By understanding the factors that drive the acceptance of sustainable practices and technologies, the FMCG sector can better navigate the challenges and opportunities on the path to environmental sustainability.

Through the organization of innovative design practices, this set of activities guarantees the formalization of environmentally friendly themes. [Wagner, 2007] That is, the research has shown that proactive environmental strategies can give businesses a competitive edge, and activities at this level are seen as essential components of this strategy. Strategic environmental initiatives in businesses impact goals and metrics, which in turn increases staff sustainability consciousness, reducing wear and debris more effectively is one example of how to make processes more eco-friendly. For example, Nyimbili and Chalwe (2023) explore various models and theories related to technology acceptance and adoption, highlighting how external factors can be integrated into TAM to provide a more comprehensive understanding of technology acceptance (Nyimbili & Chalwe, 2023). Andrés-Sánchez and Gené-Albesa (2023) applied TAM to explain policyholders' chatbot acceptance, demonstrating how user behavior towards new technology can be analyzed using the model. Their work illustrates how TAM can be adapted to specific technology contexts, offering insights into user acceptance and usage behavior (Andrés-Sánchez & Gené-Albesa, 2023). Furthermore, TAM has been applied in educational settings, as seen in the work of Kemp (2023), who designed an Extended Educational Technology Acceptance Model (EETAM).

This adaptation of TAM in an educational context highlights the model's versatility and its applicability in different environments (Kemp, 2023). For instance, Zou and Huang (2023) examined the acceptance of ChatGPT among doctoral students, utilizing TAM to understand the factors influencing the acceptance of AI-based technologies in educational settings (Zou & Huang, 2023). Their research underscores the model's relevance in understanding technology acceptance in healthcare, a sector increasingly reliant on digital solutions (Leelavathi, Manjunath, & Somasundaram, 2023). Moreover, TAM's adaptability to different cultural and societal contexts is evident in studies like that of Abubakari, Zakaria, and Musa (2023), who explored digital learning acceptance in Islamic education. (2023) applied TAM to study workers' acceptance of digital procedures, demonstrating the model's utility in occupational settings (Hendricks, Smith, Peres, & Sasangohar, 2023). Furthermore, TAM has been extended to examine the psychological aspects of technology acceptance. (2023) explored the direct effects of the Light Triad on TAM, integrating personality traits into the model to provide a deeper understanding of user acceptance behavior (Leahy, Aplin-Houtz, Willey, Lane, Sharma, & Meriac, 2023). Kumar, Banerjee, Al-Salti, and Upadhyaya (2023) used TAM to explore the relationship between technology acceptance and customer engagement, highlighting the model's relevance in a business context.

Comment on Literature Review

The Technology Acceptance Model (TAM) has two core components: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). Over the years, researchers have extended TAM by adding additional constructs to better explain technology acceptance in specific contexts. Similarly, the Unified Theory of

Acceptance and Use of Technology (UTAUT) model proposed by Venkatesh et al. (2003) integrated elements from several technology acceptance models, including TAM, and has been widely used in various studies. Several studies have applied TAM to understand the adoption of sustainable technologies. to explore consumer acceptance of electric vehicles, a critical component of environmental sustainability. In another study, focusing on renewable energy technologies they discovered that along with PU and PEU, factors such as environmental concern and government incentives played a significant role in technology acceptance.

To better understand the acceptance of sustainable technologies, researchers have extended TAM by including additional constructs for example, Bamberg (2013) proposed adding environmental concern as a factor influencing the perceived usefulness of sustainable technologies included social norms and attitude towards sustainability in their TAM-based model to study the adoption of green information technology. Depending on their operations and the items they sell to consumers, Fast Moving Consumer Goods (FMCG) firms can have a wide range of substantial effects when they implement environmental sustainability practices. Some important effects that fast-moving consumer goods firms would feel as a result of adopting environmental sustainability protocols are as follows: Businesses that priorities sustainability and provide environmentally friendly products can build a dedicated following of customers who share these values. Supply Chain Optimization, Waste Reduction, and Logistics Improvements are Common Components of Sustainable Business Practices. In 2022, Dwivedi and Paul published the concept of a circular economy (CE) is under increasing strain as people become more concerned about environmental sustainability. Enhanced efficiency and higher output are only two

of the numerous advantages that accrue from implementing game-changing technology.

This is why digital supply chains (DSCs) are attractive to businesses operating in highly competitive global marketplaces. In order to maximize resource utilization and operational efficiencies, businesses constantly seek new technology advancements. Companies have been compelled to incorporate cutting-edge digital technology into their supply chains due to these situations. An assortment of technologies, including blockchain, AI, cloud computing, and the internet of things (IoT), have simplified the supply chain's handling of large data, decision-making, feedback-gathering, opportunity-creating, etc. Innovative Products: Fast-moving consumer goods (FMCG) firms have the opportunity to create new products that are better for the environment. These products can include biodegradable packaging, sustainable materials, and formulas that use less energy. Undoubtedly, many management techniques are employed to enhance business performance, such as by means of more efficient allocation of resources.

Companies are increasingly using total quality management and other quality management practices to boost customer satisfaction and, by extension, business outcomes, especially in the operations management sector. Nowadays, many operational strategies incorporate environmental management. There is a lot of talk about how supply chain implementation impacts the environment, but research on how businesses may generate revenue to beat the competition is scant. Regulatory pressures in this area have been a major factor in the expansion of environmental management practices.

Sustainable practices can boost profit margins by reducing costs through energy efficiency, reducing waste, and optimizing resources. The increasing danger of carbon dioxide (CO_2) emissions and the ensuing climate change has piqued the interest of developers in developing renewable and carbon-free energy sources in recent years. Despite the intermittent deployment of renewable energy in big enterprises, energy efficiency has increased in the industrial sector due to economic and environmental concerns.

Companies in the fast-moving consumer goods (FMCG) industry that place a premium on sustainability are in a stronger position to capitalize on the growing number of eco-conscious customers in emerging economies. In order to adopt sustainable practices, it is common to work with suppliers to guarantee the sustainability of components and raw materials.

A more sustainable supply chain and stronger supplier relationships can result from this. Reputation and customer trust may be enhanced by effectively communicating sustainability initiatives. Risk Mitigation: By implementing sustainable practices, organizations may lessen the likelihood of resource shortages, interruptions to their supply chains, and reputational harm caused by environmental events. Natural disasters, pandemics, process, supply, finance, information, and economic environment are some of the ways risks may be classified. Risk mitigation and resilience have been the primary areas of study at CSS in the past few years.

A risk mitigation portfolio must be developed and put into action in order to increase resilience as part of the company's supply chain strategy. Researchers have looked at risk reduction from several angles, but the supply chain has been the primary

emphasis. Companies may help achieve environmental goals by reducing their impact on the environment through the adoption of sustainable practices.

Research Problem:

Understanding what motivates or deters individuals and organizations from adopting these technologies is crucial for designing effective interventions and policies to accelerate the transition towards a more sustainable future. Furthermore, the research problem extends to examining how external factors, such as environmental awareness, social norms, and policy incentives, interact with these core TAM constructs to influence technology acceptance.

Understanding the interplay of these external factors with individual perceptions is essential for developing a comprehensive view of sustainability technology adoption. In the context of this research, TAM serves as a foundational framework for exploring these various facets of technology acceptance in sustainability.

By applying and extending TAM, this research aims to provide valuable insights into the factors influencing the acceptance of sustainable technologies and practices, thereby addressing the overarching research problem. The research problem of this study revolves around understanding the multifaceted determinants of technology acceptance in the context of sustainability. It aims to uncover the psychological, social, and environmental factors that influence the adoption of sustainable technologies and practices, leveraging the robust framework of TAM.

The Significance of the Stu

The significance of this research lies in its potential to substantially contribute to our understanding of the factors influencing the adoption of sustainable technologies and practices, a critical concern in the face of global environmental challenges. By examining these factors through the lens of the Technology Acceptance Model (TAM), the study aims to provide insights that are pivotal for shaping effective policies, strategies, and interventions to encourage sustainable behavior in individuals and organizations. By understanding what drives or deters the adoption of sustainable technologies and practices, this study can inform the development of more effective strategies to mitigate the impacts of climate change, reduce carbon footprints, and conserve natural resources. Insights from this research can help in accelerating the adoption of renewable energy sources, sustainable transportation systems, and energy-efficient practices, all of which are essential for reducing greenhouse gas emissions and achieving environmental sustainability goals.

By providing insights into the factors that influence the acceptance of sustainable technologies, this research can inform the development of more effective policies and regulations that encourage the adoption of these technologies. This could include incentives for renewable energy adoption, regulations promoting energy-efficient practices, or initiatives to enhance public awareness and education about sustainability.

Research Questions:

Q1: To what extent does perceived usefulness influence FMCG enterprises' intention to adopt environmental sustainability practices?

Q2: How does perceived ease of use impact FMCG enterprises' intention to adopt environmental sustainability practices?

Conceptual Framework and hypothesis:

A conceptual model is suggested to shed light on the relationship between TAM constructions and the ambition to implement environmental sustainability practices in FMCG firms, expanding upon the current TAM framework. One factor that could sway workers' decisions is perceived usefulness, which is based on how they see the advantages of sustainability. Just as how the perceived simplicity of incorporating sustainability into operations impacts intention, so does the perceived ease of usage. The theoretical framework establishes a connection between these concepts and lays forth a plan for future research into the FMCG industry's sustainability adoption intention as it relates to TAM elements.

An extensive review of the relevant literature lays the groundwork for the next study in this chapter. The papers that were examined provide some background on TAM's role in environmental sustainability and lay the groundwork for the conceptual framework that will be used to guide the empirical study in the chapters to follow.

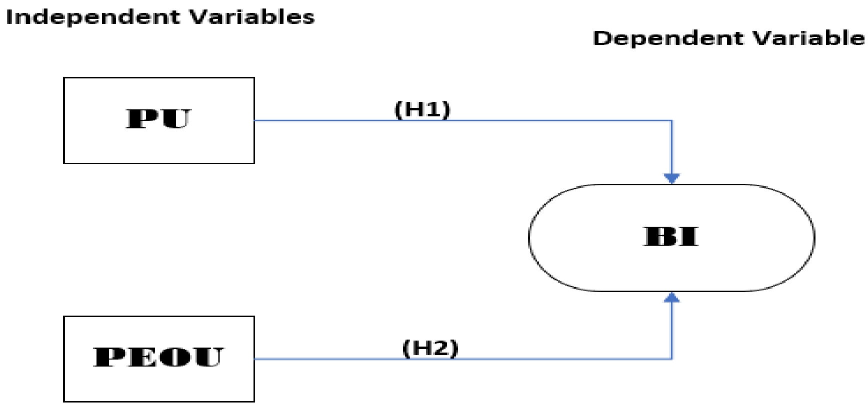


Figure 1 diagrammatic representation of conceptual framework and hypothesis dimension.

Hypothesis 1:

- Null Hypothesis (H0): There is no significant relationship between perceived usefulness and the behavioral intention to adopt environmental sustainability practices in FMCG enterprises.
- Alternative Hypothesis (H1): There is a significant positive relationship between perceived usefulness and the behavioral intention to adopt environmental sustainability practices in FMCG enterprises.

Hypothesis 2:

- Null Hypothesis (H0): Perceived ease of use does not have a significant impact on the behavioral intention to adopt environmental sustainability practices in FMCG enterprises.

Alternative Hypothesis (H2): Perceived ease of use has a significant positive impact on the behavioral intention to adopt environmental sustainability practices in FMCG enterprises.

As shown in Figure 2, the conceptual framework postulates that the intention to adopt environmental sustainability practices is influenced by perceived utility and considered simplicity of use.

The presented hypotheses are in line with this framework. (a graphical depiction of the hypothesis dimension and the conceptual framework). People are more inclined to plan to implement a behavior when they see it as beneficial, which is the primary premise of the TAM, as stated in Hypothesis 1. The second hypothesis elaborates on this by positing that people's intentions are influenced by how easily sustainability practices may be integrated into current operations. The third hypothesis acknowledges the interaction between perceived utility and perceived ease of use, which together influence sustainability adoption intentions.

This study intends to investigate these hypotheses in order to find out how people's views on the practicality and simplicity of environmental sustainability practices in FMCG companies affect their desire to use these practices. In the context of fast-moving consumer goods (FMCG) companies, this helps shed light on the elements that promote or discourage sustainable behavior.

Research Methodology

Addressing these concerns, this research applies the Technology Acceptance Model (TAM) as a theoretical lens to investigate FMCG firms' intentions to adopt environmentally sustainable practices. Correlation analysis helps in understanding the relationship between the perceived usefulness and ease of use of sustainable practices and the intention to adopt them. Regression analysis further elucidates the strength and nature of these relationships, offering insights into how strongly each TAM component influences sustainability adoption intentions.

By understanding the factors that influence these companies' acceptance of sustainable practices, this study provides a

roadmap for FMCG firms to navigate the complexities of integrating environmental sustainability into their operations. By applying a modified version of the Technology Acceptance Model, the study sheds light on the factors that influence these companies' intentions to adopt sustainable practices.

Research Design:

The exploration of the intricate relationship between the components of the Technology Acceptance Model (TAM) and the intention to adopt environmental sustainability practices within the Fast-Moving Consumer Goods (FMCG) industry is the focal point of this study. The deductive approach applied in this study involves testing the theoretical assertions of TAM in the specific context of environmental sustainability in the FMCG industry. The research then deduces hypotheses regarding how these TAM components might influence the intention to implement sustainability practices in the FMCG context. This research adopts a structured and methodical approach to investigate the role of TAM in shaping attitudes and intentions towards environmental sustainability in the FMCG sector. Through the use of deductive methodology, structured surveys, and statistical analysis, the study aims to provide valuable insights into how the components of TAM influence the desire to implement sustainable practices.

Questionnaire Design based on TAM Constructs:

In this comprehensive survey, designed to delve into the attitudes and intentions of professionals within the Fast-Moving Consumer Goods (FMCG) industry regarding environmental sustainability practices, respondents are invited to engage with a series of thoughtfully constructed questions. This survey aims to

unravel the complex layers of perceived usefulness, perceived ease of use, and behavioral intention towards sustainable practices within the FMCG industry. Environmental Performance Enhancement: Here, the focus shifts to understanding if sustainable practices are perceived as key contributors to improving the company's overall environmental performance. Environmental Impact Control and Management: The survey seeks to understand if adopting sustainability practices would lead to better control and management of environmental impacts. The survey then transitions to questions related to perceived ease of use, a crucial component in understanding how straightforward and feasible it is for FMCG companies to integrate sustainable practices into their operations:

Sample Size

This decision is informed by the guidelines provided by Saunders, Lewis, and Thornhill (2009), who suggest that a sample size of 66 is required to achieve a 95% confidence level with a 10% margin of error, given a target population of approximately 200. As Saunders, Lewis, & Thornhill (2009) note, the non-probability judgement sampling technique involves the purposive or deliberate selection of specific units from the universe to constitute a sample that represents the entire population. It allows for a more targeted approach to sampling, where the researcher's judgement plays a crucial role in selecting cases that are deemed most representative or insightful for the research objectives.

The chosen sample size of 66, informed by Saunders, Lewis, and Thornhill's guidelines, is optimized for robust statistical analysis within the confines of a manageable research process.

Simultaneously, the adoption of non-probability judgement sampling allows for a focused and insightful exploration of environmental sustainability practices within the Egyptian FMCG industry, with the researcher's expertise guiding the selection of the most pertinent and informative cases for study.

Measurements and Data Collection Process:

The study variables were measured through adapted measurement scales from previous studies as summarized in Table 1:

Table 1 Variables adapted measurement scales.

Construct	Dimension	Source
Perceived Usefulness - Adoption of Environmental Sustainability	Adopting environmental sustainability practices in our operations would lead to more efficient resource utilization. The implementation of sustainable practices would improve the overall environmental performance of our company. Integrating environmental sustainability into our business model would be beneficial for our long-term success. Embracing environmental sustainability practices would enhance our company's reputation and brand image. Environmental sustainability adoption would contribute to cost savings and operational efficiency. I believe that incorporating sustainable practices would positively impact the ecological footprint of our organization. The adoption of environmental sustainability practices would provide us with greater control over our impact on the environment. Adopting sustainability practices would be advantageous for our company's alignment with eco-conscious consumers. The utilization of environmental sustainability practices would allow us to better manage our environmental responsibilities. I perceive that the adoption of environmental sustainability practices would be valuable for achieving our environmental goals.	Yang, Y., & Wang, X. (2019) and Alfadda, H. A., & Mahdi, H. S. (2021)

Perceived Ease of Use - Adoption of Environmental Sustainability	) Learning to adopt environmental sustainability practices is straightforward for me.) Engaging in and transitioning to sustainable practices is quick and clear.) It's simple to access resources and materials related to adopting environmental sustainability practices.) Overall, I find the process of adopting environmental sustainability practices to be user-friendly.	Yang, Y., & Wang, X. (2019) and Alfadda, H. A., & Mahdi, H. S. (2021)
Behavioral Intention - Adoption of Environmental Sustainability	) I believe adopting environmental sustainability practices is beneficial for our organization.) Embracing environmental sustainability practices contributes to the improvement of our company's ecological impact.) I feel confident in integrating environmental sustainability practices to enhance our business operations.) The materials and resources related to environmental sustainability practices are valuable for our organization.) I think adopting environmental sustainability practices should be a part of our future business strategies.	Yang, Y., & Wang, X. (2019) and Alfadda, H. A., & Mahdi, H. S. (2021)

Elaborated by the researcher.

Moreover, the Interval scale represented in a five-point Likert scale which was ranged from 5= strongly agree to 1= strongly disagree has been utilized to know the degree of respondents' agreement or disagreement with the proposed statements (Saunders, Lewis, & Thornhill, 2009).

Questionnaire Administration

The questionnaire will be administered electronically using an online survey platform. Participants will receive an invitation containing a link to the survey.

Data Collection Timeline

The data collection period is estimated to be four to six weeks, allowing sufficient time for participants to respond.

Data Collection and Analysis

The primary objective of this analysis is to unravel the facts and data, thereby yielding insightful findings that contribute to the understanding of environmental sustainability practices within the industry. The first step in the data analysis process involved ensuring the validity and reliability of the measuring scales used in the study. The use of this statistical test is crucial, as it ensures that the conclusions drawn from the study are based on reliable instruments. The results of the normality test inform the researcher about the appropriate statistical methods to use for further analysis. In the context of this study, multiple regression analysis was employed to investigate the relationships between the various components of the Technology Acceptance Model (TAM) – such as perceived usefulness, perceived ease of use, and behavioral intention – and the adoption of environmental sustainability practices in the FMCG industry. Starting from ensuring the validity and reliability of the measuring instruments to conducting descriptive and inferential statistical analyses, each step has been carried out with meticulous attention to detail.

Demographic analysis

Demographic analysis is a method for measuring racial, ethnic, and age distributions as well as how these characteristics have changed over time as a result of the three main

demographic processes: migration, fertility, and mortality (Lucas, D. 2002).

Gender, years of experience in the FMCG business, and company size were the demographic factors measured in this research (Tables 3, 4, 5 & 5 and Figure 3). Gender was classified as either male or female; there were 66 men and 0 females. The respondents were divided into three groups based on their years of experience in the FMCG industry: 1-10, 10-20, and above 20. The frequency of each group was 23, 29, and 14 accordingly. The corresponding percentages are 34.8%, 43.9%, and 21.2%. There were three groups based on company size: small (4 occurrences), medium (11 occurrences), and big (51 occurrences). The corresponding percentages are 6.1%, 16.7%, and 77.3%.

Table 2 compared statistics. (Elaborated by the researcher based on SPSS results)

Statistics

		Gender	Years of Experience in the FMCG industry	Company Size
N	Valid	66	66	66
	Missing	0	0	0

Table 3 Gender frequency table (Elaborated by the researcher based on SPSS results)

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	66	100.0	100.0	100.0

Table 4 Years of Experience frequency table (Elaborated by the researcher based on SPSS results)

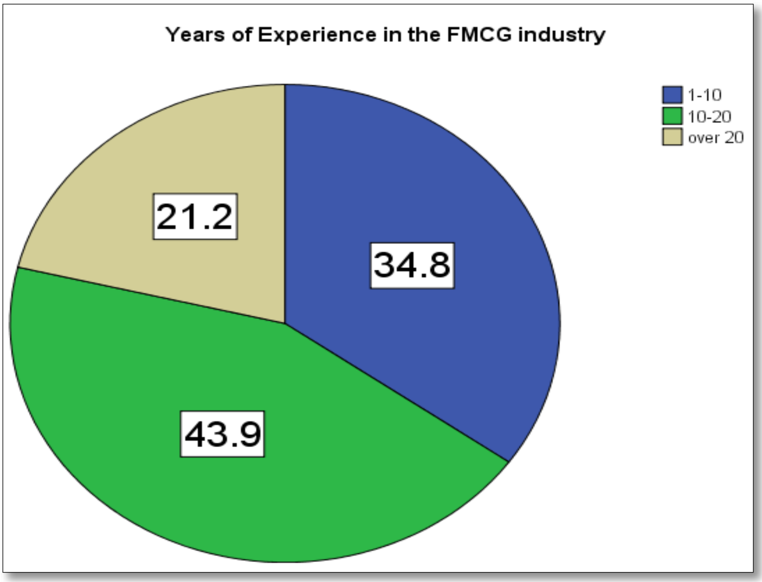
Years of Experience in the FMCG industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-10	23	34.8	34.8	34.8
	10-20	29	43.9	43.9	78.8
	over 20	14	21.2	21.2	100.0
	Total	66	100.0	100.0	

Table 5 Company Size frequency table (Elaborated by the researcher based on SPSS results)

Company Size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Small	4	6.1	6.1	6.1
	Medium	11	16.7	16.7	22.7
	Large	51	77.3	77.3	100.0
	Total	66	100.0	100.0	



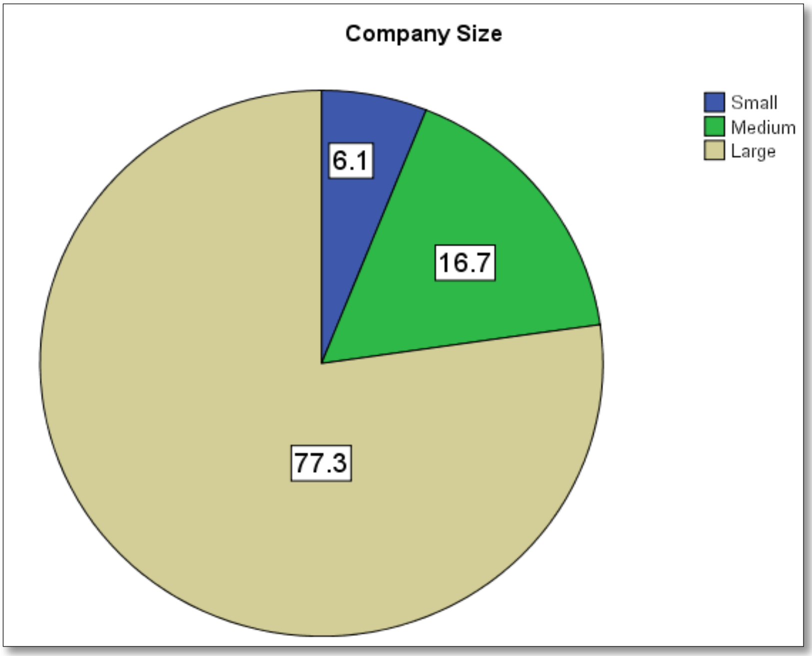


Figure 2 years of Experience and Company Size pie charters

Normality Test by Shapiro-Wilk

The Shapiro-Wilk test is a hypothesis test applied to a sample with the null hypothesis that the sample was generated from a normal distribution. If the p-value is low, we can reject this null hypothesis and say that the sample was not generated from a normal distribution.

Table 6 normality test (Elaborated by the researcher based on SPSS results)

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Usefulness	.125	66	.013	.798	66	.000
Perceived Ease of Use	.142	66	.002	.967	66	.080
Behavioral Intention	.181	66	.000	.879	66	.000

a. Lilliefors Significance Correction

Table 7 shows that all of the variables' data substantially differ from a normal distribution, with p-values < 0.05 for every one of them. According to Razali and Wah (2011).

The distribution of the sample means approaches a normal distribution as the sample size rises, according to the Central Limit Theorem, even for a population with any distribution. Using a normal distribution as an approximation works pretty well for samples with an n-size greater than 30. With increasing n, the approximation approaches a normal distribution more closely. We have n = 66 here (Fischer, H. 2011).

Reliability Test

A measuring system's consistency, stability, and reliability may be assessed statistically using reliability analysis.

Table 7 CRONBACH'S ALPHA (Elaborated by the researcher based on SPSS results)

Overall

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.913	19

Reliability Statistics

Cronbach's Alpha	N of Items
.891	10

Reliability Statistics

Cronbach's Alpha	N of Items
.749	4

Reliability Statistics

Cronbach's Alpha	N of Items
.827	5

PU PEOU BI

Table 8 reveals that the data have high levels of internal consistency dependability, with a total Cronbach's alpha of 0.908. There is strong dependability and internal consistency among the 10 items on Perceived Usefulness, as indicated by Cronbach's alpha score of 0.891. With a Cronbach's alpha of 0.749, the four-question Perceived Ease of Use survey has a satisfactory level of internal consistency reliability. The Behavioral Intention scale has

strong reliability and internal consistency with Cronbach's alpha rating of 0.827.

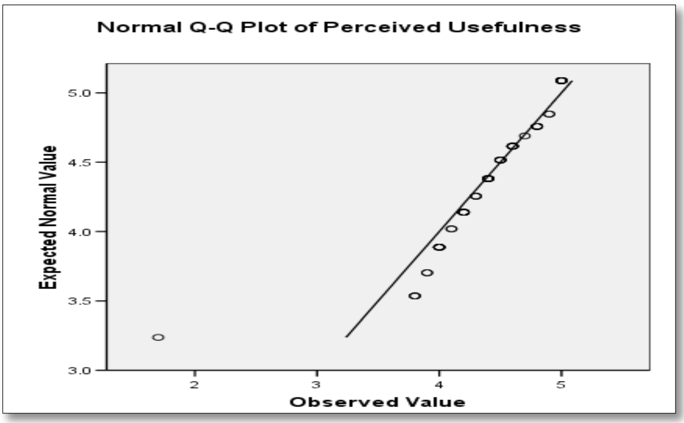
Descriptive Analysis

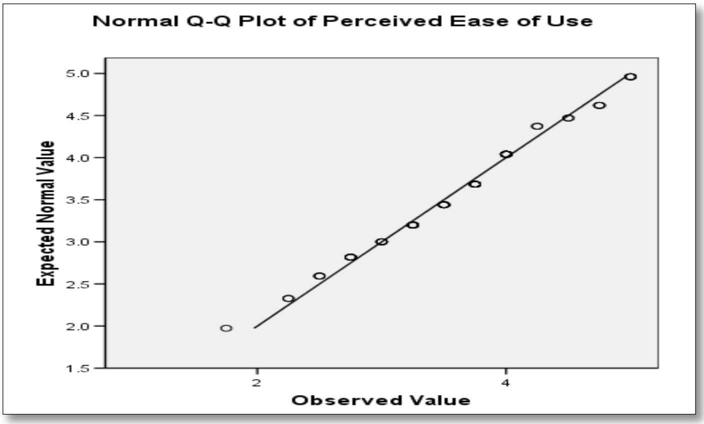
Descriptive statistics is a subfield of statistics concerned with providing clear and concise summaries, organization, and presentation of data. Without drawing broad inferences about the population as a whole, the emphasis is on characterizing and analyzing the essential characteristics of a dataset. Table 9 measures the central tendency and variance, while Figure 4 shows the normal QQ plot of all variables.

Table 8 descriptive statistics (Elaborated by the researcher based on SPSS results)

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std.	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Perceived Usefulness	66	3.30	1.70	5.00	4.4197	.06199	.50359	.254
Perceived Ease of Use	66	3.25	1.75	5.00	3.6439	.08755	.71126	.506
Behavioral Intention	66	2.80	2.20	5.00	4.2879	.06349	.51576	.266
Valid N (listwise)	66							





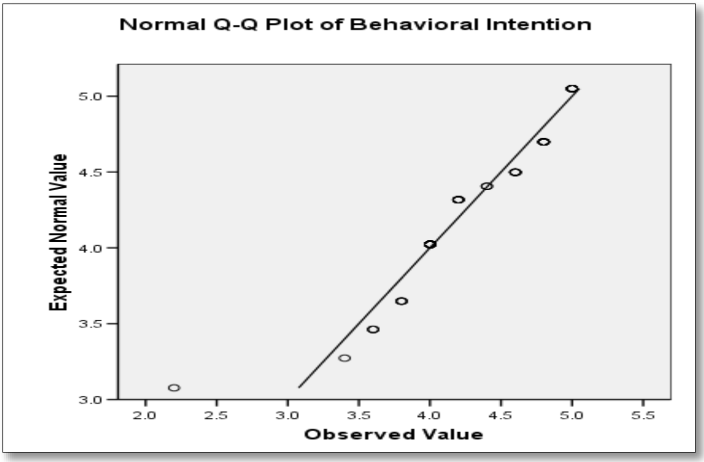


Figure 3 Normal Q-Q Plot

Correlation analysis

A bivariate correlation study was performed on the variables listed in table 10. The Pearson's correlation coefficient (r) was used to quantify the strength of the linear relationship between the two variables, which are quantitative and are paired. A correlation coefficient between 0.90 and 1.00 indicates a very high level of positive correlation, while a correlation between 0.70 and 0.90 indicates a high level of positive correlation, 0.50 to 0.70 indicates a moderate level of positive correlation, and a

correlation between 0.30 and 0.50 indicates a low level of positive correlation.

Table 9 correlation analysis

Correlations

		Perceived Usefulness	Perceived Ease of Use	Behavioral Intention
Perceived Usefulness	Pearson Correlation	1	.333**	.798**
	Sig. (1-tailed)		.003	.000
	N	66	66	66
Perceived Ease of Use	Pearson Correlation	.333**	1	.464**
	Sig. (1-tailed)	.003		.000
	N	66	66	66
Behavioral Intention	Pearson Correlation	.798**	.464**	1
	Sig. (1-tailed)	.000	.000	
	N	66	66	66

**. Correlation is significant at the 0.01 level (1-tailed).

Hypothesis 1:

there is a significant positive relationship between perceived usefulness (independent variable) and behavioral intention (dependent variable), the P value explored from the table is {P= .000 < 0.01, r = 0.798}.

Hypothesis 2:

there is a significant positive relationship between perceived ease of use (independent variable) and behavioral intention (dependent variable), the P value explored from the table is {P= .000 < 0.01, r = 0.464}.

Regression Analysis

Linear regression analysis has been conducted for each explanatory or independent variables with the response or dependent variable to analysis and predict the relationship between these two variables. It assumes a linear relationship between the independent variable and the dependent variable and aims to find the best fitting line that describes this relationship.

Linear regression shows a linear relationship between the independent (predictor) variable, which represents the x-axis, and the dependent (output) variable, which represents the y-axis.

To calculate the line of best fit, linear regression uses the traditional slope-intercept form the equation: ($Y_i = \beta_0 + \beta_1 X_i$) where Y_i = dependent variable, β_0 = constant/origin, β_1 = slope/origin, X_i = independent variable.

Hypothesis 1:

Using data elaborated in the following tables 11, 12, 13. The results of a single regression model confirm that perceived usefulness has positive significant impact on behavioral intention ($\beta = 0.798$, $P < 0.01$). Additionally, it refers that a one unit increase in perceived usefulness will increase behavioral intention by 63.6 %. Moreover, (R^2) is used to evaluate the model fit, generally, the model is considered fit when R^2 equals to 0.10 or higher (Falk & Miller, 1992).

Giving the regression equation ($Y = 0.678 + 0.817 X$)

where, Y = behavioral intention and X = perceived usefulness. (Figures 5&6) confirm that values of the residuals have a distribution that is approximately normal.

Table 10 regression model summary H1

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.798[a]	.636	.631	.31351	.636	111.915	1	64	.000	2.323

a. Predictors: (Constant), Perceived Usefulness

b. Dependent Variable: Behavioral Intention

Table 11 model ANOVA H1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.000	1	11.000	111.915	.000[a]
	Residual	6.290	64	.098		
	Total	17.290	65			

a. Predictors: (Constant), Perceived Usefulness

b. Dependent Variable: Behavioral Intention

Table 12 coefficients H1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.678	.343		1.973	.053	-.009	1.364		
	Perceived Usefulness	.817	.077	.798	10.579	.000	.663	.971	1.000	1.000

a. Dependent Variable: Behavioral Intention

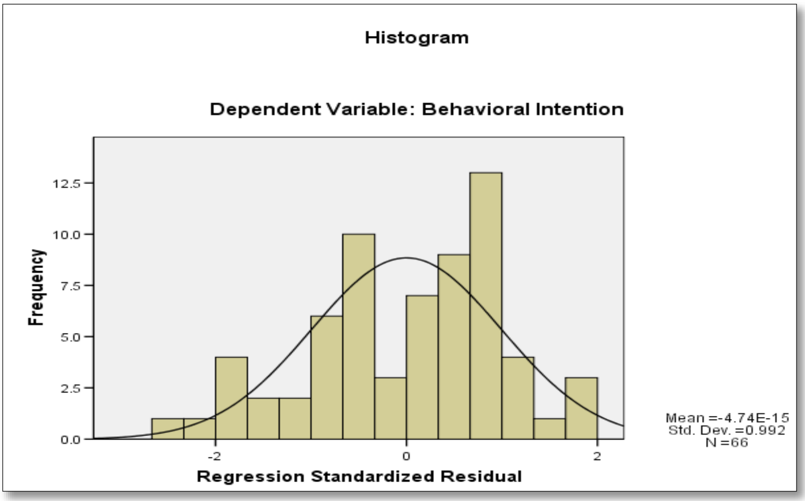


Figure 4 H1 histogram

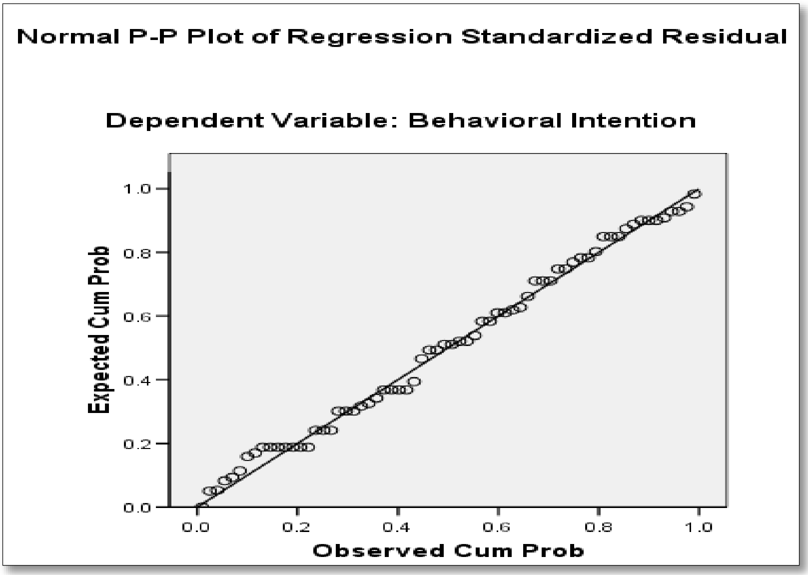


Figure 5 normal P-P plot H1

Hypothesis 2:

A single regression model's results show that perceived ease of use significantly affects behavioural intention, according to the data

shown in tables 14, 15, and 16. β = 0.464, P < 0.01. Furthermore, it states that a 21.5% increase in behavioural intention occurs for every one-unit rise in perceived usefulness. As an additional metric, (R2) is employed to assess the model's fit; typically, a value of 0.10 or above indicates that the model is fit (Falk & Miller, 1992). With Y standing for behavioral intention and X for perceived ease of use, we get the regression equation (Y = 3.062 + 0.337 X).

Where, Y = behavioral intention and X = perceived ease of use the results show that the residuals follow a distribution that is close to normal (Figures 7 and 8).

Table 13 regression model summary H2

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.464[a]	.215	.203	.46041	.215	17.565	1	64	.000	2.621

a. Predictors: (Constant), Perceived Ease of Use

b. Dependent Variable: Behavioral Intention

Table 14 model ANOVA H2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.723	1	3.723	17.565	.000[a]
	Residual	13.567	64	.212		
	Total	17.290	65			

a. Predictors: (Constant), Perceived Ease of Use

b. Dependent Variable: Behavioral Intention

Table 15 coefficients H2

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95% Confidence Interval for B Lower Bound	95% Confidence Interval for B Upper Bound	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	3.062	.298		10.274	.000	2.466	3.657		
	Perceived Ease of Use	.337	.080	.464	4.191	.000	.176	.497	1.000	1.000

a. Dependent Variable: Behavioral Intention

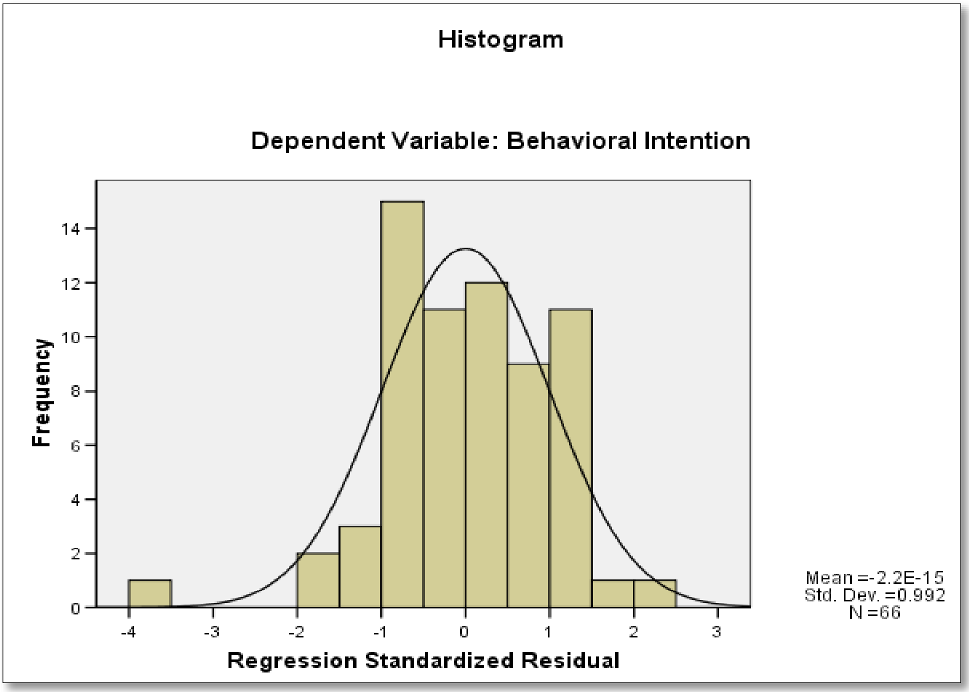


Figure 6 H2 histogram

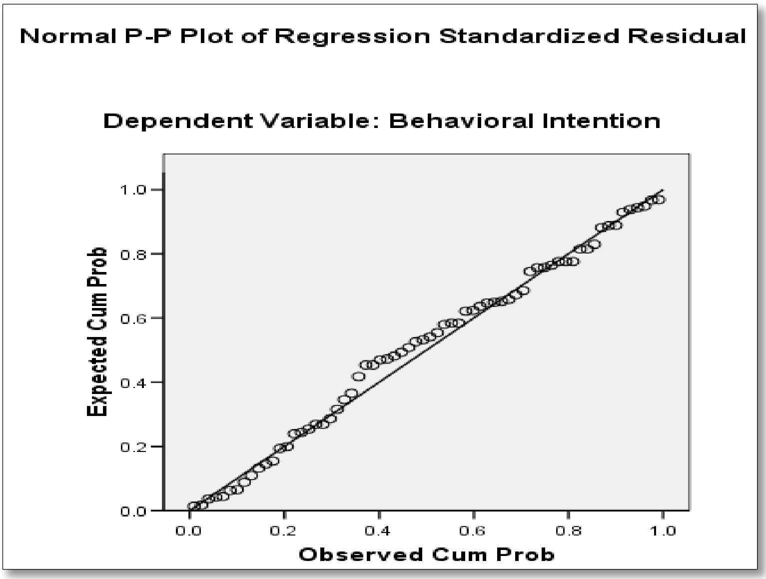


Figure 7 normal P-P plot H2

Multiple Regression Analysis

Both the perceived usefulness and the perceived ease of use, which are explanatory factors, and the response variable, behavioral intention, are the dependent variable in a multiple regression analysis. Tables 17, 18, and 19 provide the full results of the multiple regression model, which shows that perceived usefulness is the most important variable (63.6% of the total) and that perceived ease of use is the second most important (4.4%). Considering the total R2 value of perceived usefulness and perceived ease of use in model 2 reveals that both have a 68% impact on behavioral intention, indicating the optimal multiple regression model. Perceived usefulness and perceived simplicity of use significantly affect behavioral intention in a favorable way, according to this hypothesis. ($P < 0.01$), with β perceived usefulness = 0.723 and β perceived ease of use = 0.223.

Y = 0.425 + 0.741 X1 + 0.162 X2 is the regression equation that provides the relationship between behavioral intention, perceived usefulness (X1), and perceived ease of use (X2). The results show that the residuals follow a distribution that is close to normal (Figures 9&10).

Table 16 model summary of multiple regression

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.798[a]	.636	.631	.31351	.636	111.915	1	64	.000	
2	.825[b]	.680	.670	.29619	.044	8.703	1	63	.004	2.533

a. Predictors: (Constant), Perceived Usefulness

b. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use

c. Dependent Variable: Behavioral Intention

Table 17 multiple regression model ANOVA

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.000	1	11.000	111.915	.000[a]
	Residual	6.290	64	.098		
	Total	17.290	65			
2	Regression	11.763	2	5.882	67.044	.000[b]
	Residual	5.527	63	.088		
	Total	17.290	65			

a. Predictors: (Constant), Perceived Usefulness

b. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use

c. Dependent Variable: Behavioral Intention

Table 18 multiple regression model coefficients

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95% Confidence Interval for B Lower Bound	95% Confidence Interval for B Upper Bound	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.678	.343		1.973	.053	-.009	1.364		
	Perceived Usefulness	.817	.077	.798	10.579	.000	.663	.971	1.000	1.000
2	(Constant)	.425	.336		1.266	.210	-.246	1.096		
	Perceived Usefulness	.741	.077	.723	9.573	.000	.586	.895	.889	1.125
	Perceived Ease of Use	.162	.055	.223	2.950	.004	.052	.271	.889	1.125

a. Dependent Variable: Behavioral Intention

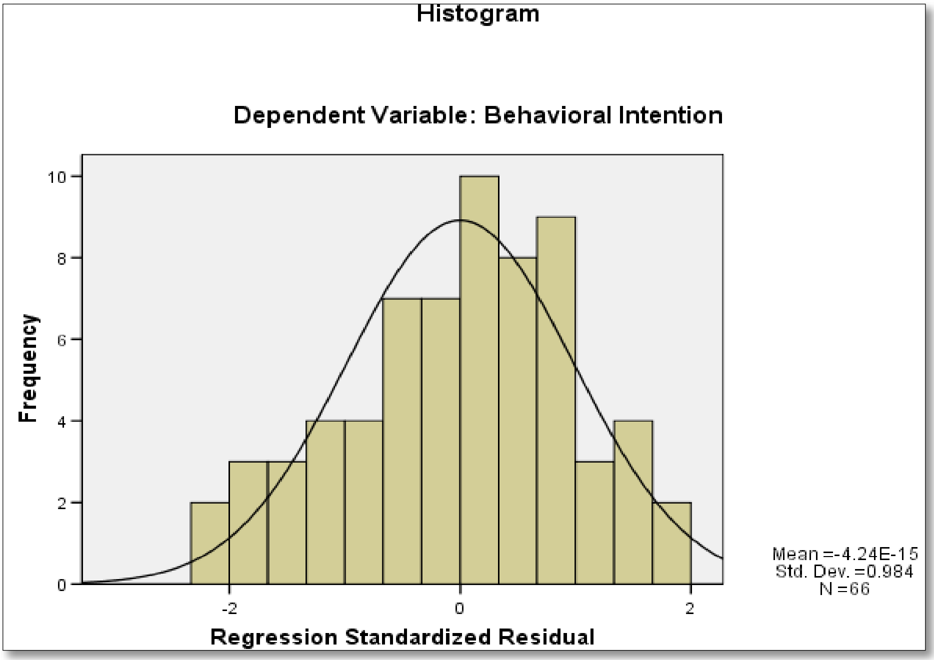


Figure 8 model histogram

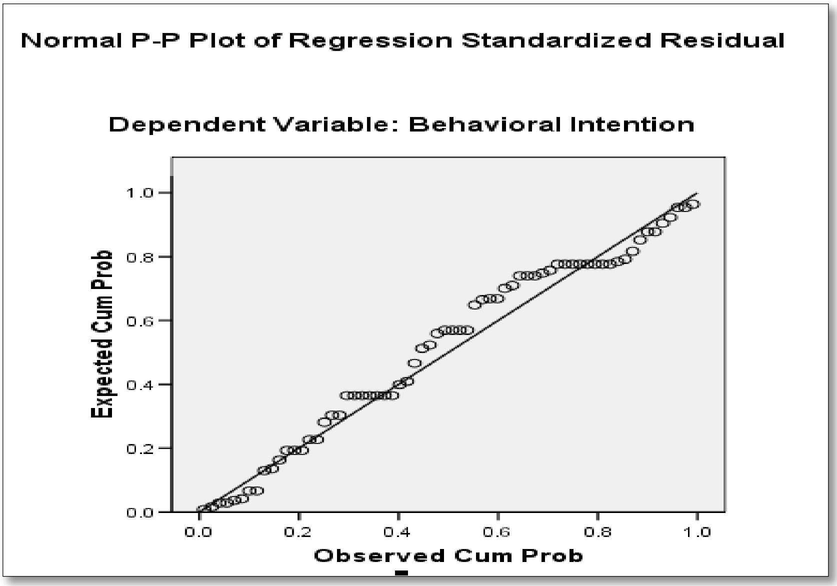


Figure 9 model P-P plot

Discussion

The study, grounded in the Technology Acceptance Model (TAM), aims to unravel the intricacies of environmental sustainability practices within this sector. The subsequent multiple regression analysis, a staple in TAM research, was pivotal in understanding the relationships between the model's components - perceived usefulness, perceived ease of use, and behavioral intention - and the adoption of environmental sustainability practices (Chen, Khan, Shiwakoti, Stasinopoulos, & Aghabayk, 2023). This chapter aims to discuss these findings in depth, linking them to existing literature and theories to provide a comprehensive understanding of the factors influencing environmental sustainability practices in the FMCG sector. The discussion will delve into how these findings align with or diverge from previous studies in similar contexts, such as the acceptance of digital technologies in education (Abubakari, Zakaria, & Musa, 2023) and

the adoption of innovative practices in various industries (Ilyas, Uddin, Haleem, & Ahmad, 2023; Aplin-Houtz, Leahy, Willey, Lane, Sharma, & Meriac, 2023).

The insights garnered could inform strategies to enhance the adoption of sustainable practices in the industry, contributing to broader environmental and societal goals. This discussion is particularly relevant in the context of emerging trends and challenges in the FMCG sector, where understanding and addressing environmental concerns is becoming increasingly important (Kalinkara & Özdemir, 2023; Febriaryanti, 2023).

Correlation Analysis and Hypotheses Testing

The application of correlation analysis in this research is guided by the Technology Acceptance Model (TAM), which posits that perceived usefulness, perceived ease of use, and behavioral intention are key determinants in the adoption of new technologies or practices. The study's hypotheses revolve around the relationships between perceived usefulness, perceived ease of use, and behavioral intention toward adopting sustainability practices. The first hypothesis (H1) postulates a significant positive relationship between perceived usefulness (independent variable) and behavioral intention (dependent variable). The correlation analysis, yielding a Pearson's r of 0.798 and a p-value less than 0.01, strongly supports this hypothesis. This finding aligns with the existing literature, where perceived usefulness is consistently shown to be a strong predictor of behavioral intention (Nyimbili & Chalwe, 2023; Andrés-Sánchez & Gené-Albesa, 2023).

It suggests that in the Egyptian FMCG industry, the belief that sustainability practices are beneficial is likely to increase the intention to adopt these practices.The second hypothesis (H2) examines the relationship between perceived ease of use

(independent variable) and behavioral intention (dependent variable). The correlation analysis reveals a lower, yet significant, positive correlation (Pearson's r = 0.464, p-value < 0.01), indicating that ease of implementing sustainability practices also positively influences behavioral intention, albeit to a lesser extent than perceived usefulness.

Exploring Regression Analysis Results

The analysis confirmed a strong positive impact of perceived usefulness on behavioral intention. This suggests that in the FMCG industry, the more the sustainability practices are perceived as beneficial, the higher the likelihood of these practices being adopted. This finding aligns with existing literature that underscores the importance of perceived usefulness in technology acceptance and behavior change (Nyimbili & Chalwe, 2023; Andrés-Sánchez & Gené-Albesa, 2023). Moreover, the regression analysis indicated a significant, though comparatively weaker, positive effect of perceived ease of use on behavioral intention.

This implies that the ease with which sustainability practices can be implemented also plays a role in their adoption, albeit to a lesser degree than perceived usefulness. The regression coefficients obtained from the analysis offer a quantitative measure of the impact of each independent variable on the dependent variable. For example, a high regression coefficient for perceived usefulness indicates a strong positive influence on behavioral intention. Similarly, the model fit indices, such as R-squared, provide information on the proportion of variance in the dependent variable that is predictable from the independent variables. A high R-squared value would suggest that the model explains a large portion of the variance in behavioral intention, indicating a good fit.

Multiple Regression Analysis and Model Fit

The results of the multiple regression analysis revealed significant findings. Firstly, the analysis confirmed that both perceived usefulness and perceived ease of use have a significant impact on behavioral intention. This finding is consistent with the principles of TAM, which posits that these two factors are crucial determinants of technology acceptance and usage behavior (Nyimbili & Chalwe, 2023; Andrés-Sánchez & Gené-Albesa, 2023). The strength of these relationships, as quantified by the regression coefficients, provides valuable insights. A higher coefficient for perceived usefulness compared to perceived ease of use suggests that the former has a more substantial influence on the likelihood of adopting sustainability practices within the FMCG industry.

Theoretical Implications

The study's findings enhance the theoretical understanding of TAM, particularly in the context of environmental sustainability. This alignment reaffirms TAM's robustness and applicability in diverse contexts, extending beyond its traditional use in technology acceptance to encompass environmental sustainability practices in the FMCG industry. Additionally, the study enriches TAM by integrating it within the specific context of environmental sustainability.

Practical Implications

For FMCG companies, the findings provide crucial insights for designing strategies to promote environmental sustainability. Understanding that perceived usefulness is a strong predictor of behavioral intention implies that companies should focus on communicating the tangible benefits of sustainability practices. Additionally, the significance of perceived ease of use suggests that companies should aim to simplify the adoption of sustainability practices. Policymakers could develop incentives for

companies that adopt sustainable practices or establish guidelines and standards that encourage the FMCG industry to move towards greater sustainability. Furthermore, the research findings offer valuable insights for marketing and communication strategies within FMCG companies. By understanding the factors that influence employees' and consumers' acceptance of sustainability practices, companies can tailor their communication strategies to address these factors effectively.

Areas for Future Research

Comparative studies across various countries and regions could provide a broader understanding of the factors influencing environmental sustainability practices in the FMCG industry globally. Factors such as organizational culture, leadership styles, external environmental pressures, and consumer preferences could be examined to understand their impact on sustainability adoption in the FMCG industry. Further, exploring other theoretical frameworks or models that could explain sustainability practices in the FMCG industry would also be a valuable area of research.

Conclusions

More specifically, for fast-moving consumer goods (FMCG) companies, the perceived usefulness correlates positively with the behavioral intention to implement environmental sustainability practices (H1). Also, in FMCG companies, the behavioral intention to implement sustainable practices had a positive correlation with perceived ease of use (H2). When studying the implementation of environmental sustainability practices in the fast-moving consumer goods industry, it is crucial to consider how users perceive the practices' usefulness and ease of use. By establishing the positive impact of perceived ease of use on the behavioral intention to adopt sustainability practices, the study advocates for the inclusion of user-friendly aspects in

sustainability frameworks. The study contributes to a more holistic understanding of sustainability adoption by emphasizing the interplay between perceived usefulness, perceived ease of use, and behavioral intention. The findings of the study align with institutional theory, suggesting that the perceived benefits and ease of adopting sustainability practices contribute to the establishment of norms and expectations within the institutional environment.

The managerial implications of the research findings in the context of Egypt are multifaceted, offering practical guidance for FMCG enterprises operating within the Egyptian business environment. Implication: Managers should invest in strategic communication and training programs to enhance employees' understanding of the benefits of environmental sustainability practices. Rationale: Clear communication and targeted training can increase the perceived usefulness of sustainability initiatives among employees, fostering a positive attitude and intention toward adoption. Implication: Managers should focus on implementing user-friendly strategies for sustainability practices, considering the local context and operational ease.

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Journal of Afro-Asian Studies

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